

Kelly McDonald

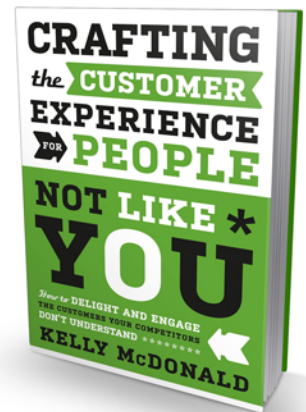
ONE OF THE TOP BUSINESS
SPEAKERS IN THE U.S.



Kelly McDonald is a recognized expert on marketing and business trends with 20 years of ad agency experience. She is the author of two books. Her first, "How to Market to People Not Like You", was #7 on the list of Bestselling Business Books of 2011 and her latest book is titled "Crafting the Customer Experience for People Not Like You".

Kelly's speaking client roster includes: Toyota, Sherwin-Williams, Harley-Davidson, State Farm Insurance, Mattel, AAA Travel, BlueCross BlueShield, and dozens of financial organizations and associations

Kelly shares marketing insights and teaches strategies and tactics for cultivating diverse consumers and building business.



Kelly's Popular Topics

- **Crafting the Customer Experience for People Not Like You** - You cannot control the economy, the stock market or the costs of goods and labor. But you can control your organization's customer experience. Learn how companies, brands and products struggling to differentiate themselves in a sea of sameness can foster long-term loyalty and brand preference.
- **How to Market to People Not Like You** - Learn the key differences in marketing to different generations, different races and ethnicities and why tapping into values is really what diversity marketing is all about.
- **Changing Demographics** - Today America is more diverse than ever before. Learn key market segmentations and the values associated with each to better understand customers and coworkers. Learn the five biggest findings from the latest Census and how they affect your business.
- **Come Together - Generational Differences & How to Work with Someone Much Older or Younger than You** - Learn the 4 generations and the experiences that have shaped and defined them in meaningful ways. Specific tactics for working with others effectively are taught.
- **Social Media & Marketing** - Learn the key differences between the core social media avenues: Facebook, MySpace, LinkedIn and Twitter and why and how social media posts can build business and customer loyalty. Do's and don'ts are presented.
- **Relating, Not Translating: How to Market to U.S. Hispanics** - Targeting Latinos means more than just marketing to them in Spanish. Learn how to reach them emotionally, rationally, and with cultural relevance and make them customers for life!