

KELLY WATSON

SPEAKER • MARKETING CONSULTANT

KELLY WATSON IS NO STRANGER TO AUDIENCES. As a teenager, she starred in a travelling theater troupe that promoted literacy to elementary schools. While no longer active in the theater, Kelly has drawn on this background to become a sought-after speaker at business events across the east coast.

A Web 2.0 native and experienced online marketer, Kelly speaks on topics such as social media, blogging for business and search engine optimization. She has also appeared on numerous panels about marketing and women in business.

From keynote speeches to day-long marketing seminars, each of Kelly's presentations is custom-tailored to deliver an unforgettable experience. Whether they're small business owners or Fortune 500 CEOs, audiences leave with actionable insights to improve their marketing efforts.

Kelly's work has been featured in *Forbes.com*, Home Business Connection Magazine and the Lancaster Sunday News. She's the author of *The Small Business Blogging Blueprint* and a member of the F&M College Toastmasters. When not speaking, she serves as a marketing consultant and copywriter to businesses across the nation.



CLIENTS INCLUDE:

- HACC INSTITUTE FOR ENTREPRENEURIAL STUDIES
- YOGAHUB VIRTUAL WORLD YOGA CONFERENCE
- THE DUKE STREET BUSINESS CENTER
- WOMEN'S BUSINESS CENTER AT COMMUNITY FIRST
- CHAMBERS, ROTARY CLUBS, MEET-UPS AND OTHER GROUPS



"Kelly Watson is a rebel in the marketing field. Not only does she approach marketing as a cynic questioning 'why' but she explores relevant research on brain and behavior to better plan and create marketing for the business who isn't afraid to push the boundaries of understanding."

—Lisa Steffen, HACC Institute For Entrepreneurial Studies

TOPIC: BLOGGING FOR BUSINESS

“Blogs are not a business elective,” Business Week recently wrote. “They’re a prerequisite.” But how do you create a business blog without wasting time and money? And once you’ve created a blog, how do you generate the sales needed to make it worthwhile? Marketing consultant and long-time blogger Kelly Watson has the answers.

TOPIC: WOMEN’S NATURAL MARKETING STRENGTHS

Women: do you have a hard time bragging about your accomplishments? Do you feel like marketing and sales just don’t fit your style? Discover a new way of marketing that feels good AND gets results, based on scientific studies of gender and the brain.

TOPIC: MARKETING TO WOMEN

Women make 94% of all purchase decisions, yet most women feel that marketers and advertisers don’t *get* them. Whether or not you cater to a female demographic, you need to know how gender affects buying behavior if you want to succeed in today’s marketplace. Kelly Watson draws on decades of scientific research to illustrate the unique triggers that make women buy. (Hint: it has nothing to do with ‘thinking pink.’)

TOPIC: SOCIAL MEDIA MARKETING

Think social media is just a fad? Think again. Social media is here to stay, and it has serious implications for your business. But it has also created serious opportunities. Discover what social media really entails, who uses these sites, and how you can use social media to your advantage.

*“I had the pleasure of hearing Kelly talk to a group of Internet Marketing Professional peers. Talk about pressure. In one of the most intimidating peer-oriented environments Kelly immediately grabbed our attention, kept it, **enlightened us and made us laugh** in the process. She skillfully holds a room.”*



—Mark Fischer, Stoner Bunting Advertising