



2019 KEYNOTE PROGRAM
BRIAN FANZO

THINK LIKE A FAN

SHIFT YOUR DIGITAL
MARKETING PERSPECTIVE TO
CREATE FAN EXPERIENCES

Think Like A Fan: Shift Your Digital Marketing Perspective to Create Fan Experiences

Great content isn't determined by you (the brand); it's determined by your loyal customers.

The future of marketing is relatability - and your ability to relate to customers today will focus heavily on empowering your community and telling your brand story through authenticity, transparency, and trust.

Brand trust and loyalty are on the decline, and today's consumers are more educated than ever before. The marketing objective is simple: shrink the distance between our brand and our customers by creating conversations, creating real-time content strategies, and collaborating with those already trusted by your consumers, your employees, your influencers, and your current fans.

In this keynote program, Brian will educate attendees on the changing landscape of today's consumers, inspire you to change your perspective, teach how every brand can empower its fans, and motivate you to Think Like A Fan!

Audiences will walk away inspired and motivated with an understanding of the following:

- How to leverage content and social media to talk WITH your community (turning customers into fans and fans into influencers)
- K.I.S.S. content plan to empower user-generated content, influencer marketing, and employee advocacy
- The “Field of Dreams” marketing game is over
- Creating content in real-time including social video, live video, and podcasting
- How to identify who your customers are – and how and where they want to receive content
- How to amplify your offline experiences
- How to reach the influencers who influence the people making the buying decisions



To bring Brian to your next event, please call
Brian's speaker agent
Jennifer Lier at 818-742-9231

Other 2019 Keynote Programs Include:

Press The Damn Button, Future Proof Your Business and
Digital Empathy.

Learn more at www.brianfanzo.com/keynotes