



# CAPITOL CITY SPEAKERS BUREAU

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## Jay Baer

*Travels from:* Arizona

*Fee Range:* \$2,500 - \$5,000

Jay Baer is the founder of Convince & Convert, providing social media consulting and training to leading companies and public relations firms world-wide.

Jay has provided Internet marketing and strategy consulting since the inception of the medium in 1994. He has worked with more than 700 companies and organizations, including Nike, Fujitsu, U.S. Senator John McCain and 25 of the Fortune 1000.

He is a frequent conference speaker, and writes the popular Convince & Convert social media strategy blog. He is also the founder and editor of the Twitter 20 series of live interviews on Twitter.

Jay provides social media strategic planning, social media consulting (blog and content advice, social media ROI analysis and social media marketing campaigns) and social media training. He has worked with some of the biggest companies in the world, small PR firms and everything in between. He emphasizes a "tools last, not first" methodology, and a relevant, hype-free style that doesn't treat social media as all-powerful and infallible.

The Convince & Convert blog is recognized as one of the best marketing blogs in the world by AdAge, Junta42, Alltop, Social Media Today, Scribnia and a host of other arbiters of that sort of thing. Jay's writings have an emphasis on sound, practical social media advice that both makes you think, and makes you think you can do it, too.

He has started six companies, including Mighty Interactive, a leading Internet marketing company he sold to Off Madison Ave in 2005. Mighty Interactive has been named Arizona's best Web Design and Internet Marketing Firm for the past five years by readers of *Arizona Business Magazine*.

He is a co-chair of the consumer education committee of the Email Experience Council, the leading trade association for email marketing, and is a member of the Word of Mouth Marketing Association. He is on the board of the Northern Arizona Center for Emerging Technologies, and mentors start-up technology businesses across the country. He is a past board member of the American Advertising Federation (the nation's largest advertising association).

### *Most Requested Programs...*

- Social Media: What It Really Means and How to Use It
- 7 Ways to Use Social Media to Build Stunning Business & Personal Brands
- Why Before How: 7 Steps to Creating a Social Media Strategic Plan
- A Social Media Gun to the Head: Are Consumers Brandjacking You Using Social Media?
- The Social Media Train: Catch It If You Can