



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Kelly McDonald

Travels from: New Mexico

Fee Range: \$10,001 - \$15,000

Kelly McDonald is a nationally recognized marketing expert, with deep specialization in diversity marketing and business trends. She was named #1 on Successful Meetings magazine's list of "26 Hot Speakers."

Kelly 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*.

She has been featured on CNBC, in BusinessWeek, on CNNMoney.com and on Sirius/XM Radio. She works with clients such as Toyota, Harley-Davidson, Sherwin-Williams, State Farm and Miller/Coors. Her company, McDonald

Marketing, has twice been named one of the top advertising agencies in the U.S. by *Advertising Age* magazine.

As a professional speaker to businesses and organizations, Kelly shares marketing insights and teaches strategies and tactics for cultivating diverse consumers emotionally, rationally and with cultural relevance. Her topics are always customized to the specific industry and localized geographically as appropriate.

A member of the National Speakers Association, Kelly is high energy and high content. Her enthusiasm ignites audiences of every size. She is often chosen as an opening or closing keynote speaker to set the tone for a conference. Repeat clients also choose Kelly for "after lunch" sessions when audiences need to be enthused and excited.

Most Requested Programs...

- How to Market to People Not Like You: The New Market Segmentation
- Customer Service: How to Keep Customers Rushing Back for More
- Mommy Marketing: How to Win the Hearts and Reach the Wallets of Today's Modern Mom
- Changing Demographics & How This Affects Your Business, Today & Tomorrow
- Diversity in America: the Growing Impact on Work, Organizations & Consumers
- Social Media & Marketing: How to Use it to Grow Business in a Low-Cost, No-Cost Manner
- Tips & Tricks for Taking Social Media to the Next Level
- Disaster Recovery & Crisis Management Using Social Media
- Come Together: Generational Differences and How to Effectively Work with Someone Much Older or Younger than You
- How to Connect with Others, Regardless of Age, Wage or Lifestage
- Relating, Not Translating: How to Market to U.S. Hispanics
- How to be a Latino-Ready & Latino-Friendly Employer: Insights into Your Hispanic Workforce
- How to Incorporate Outstanding Customer Service into Your Marketing Plan
- Marketing 101 - the Basics of Advertising & Marketing and How to Implement Them
- How to Best Reach the Hispanic Family in Your Schools
- How to be a Culturally-Ready & Culturally-Friendly Employer: Insights into Your Diverse Workforce