



MARK TREAGER

Marketing Strategies
For Business Success

QUALIFICATIONS

- Brand Strategist
- Corporate Storyteller
- Marketing Strategist
- Professional Cow Tipper
- Sales Professional
- Serial Entrepreneur
- Podcast Host
- Professional Speaker
- Professional Outdoorsman
- Lifelong Learner

CONTACT

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PROFESSIONAL PROFILE

Mark Treager, the Chief Evangelist Officer (CEO) of Cornerstone Media Group is not only a sought-after keynote speaker, he presents hands-on workshops, where he teaches business owners and corporations how to navigate the marketing universe. On a larger scale, Mark has produced his own events and has been invited to speak at business venues ranging from community organizations, marketing related podcasts, college/high school campuses, business mixers as well as local and national business events around the world.

For 40+ years Mark has been labeled as a maverick because he refuses to accept the marketing "status quo". He has a long career of stirring the pot, questioning "WHY", tipping over the sacred cows and has a real passion for finding unique uses of today's modern technology to get his clients' voice into the minds of potential customers. His humor and approachable manner will make your next event, seminar, trade show, product demonstration an experience you won't soon forget.

PROFESSIONAL HIGHLIGHTS

- **Chief Evangelist Officer (CEO)**
Cornerstone Media Group, Inc (1993-Present)
Atlanta, Georgia
- **Chief Evangelist Officer (CEO)**
Outdoor MasterClass, Inc. (2016-Present)
Atlanta, Georgia
- **Atlanta Lead - Developer Circles**
FACEBOOK (2018-2020)
Menlo Park, California
- **Host & Creator**
Marketing Made Great Podcast
Atlanta, Georgia

PAST SPEAKING ENGAGEMENTS



Gwinnett Chamber



Hire Mark To Be Your Next Speaker

Mark speaks to various audiences about his 40+ years as a sales and marketing professional about solving a wide range of problems and marketing challenges.

Marketing a product or service should never be complicated or complex. When you remember a few of the fundamentals it makes communicating your company's story and message compelling and unforgettable. The days of promoting and selling just features and benefits are over.

Mark's down-to-earth and approachable method of teaching effective marketing makes him a great addition to your program, conference, or special event. He brings a wealth of knowledge, real world examples and practical applications that make today's digital marketing simple, fun, practical and he provides a road map to get started immediately. He can custom design a program or marketing topic to meet your unique needs.



Mark's Speaking Topics

Building An Effective Marketing Strategy And Marketing Plan

Event: Best done as a workshop or talk

Length: 90-120 minutes

Resources: FREE downloadable worksheets and resources.

Misc: Promo material is available.

Tech: Slides with Audio

Availability: Virtual or in person.

Contact for available dates and times.

Rate: Please contact for details

Overview:

In today's ever-changing marketplace it is a challenge to find the right messaging, branding, and marketing strategy to connect with your target customer.

With the variety of digital marketing options available, it can be confusing to determine which will work the best for your business.

Items to be discussed:

- Clarifying your company's key message to customers and prospects.
- Know exactly what your customer thinks about your brand.
- Discovering what makes you better than the competition to own that market segment.
- Presenting the experience that converts prospects to customers.
- Developing effective lead generation campaigns.
- Social media & content strategies to make you a thought leader.
- Plus, many FREE, simple, downloadable resources you can use immediately in your business.

Does Your Company Speak Customer?

Event: Best done as a workshop or talk

Length: 90-120 minutes

Resources: FREE downloadable worksheets and resources.

Misc: Promo material is available.

Tech: Slides with Audio

Availability: Virtual or in person.

Contact for available dates and times.

Rate: Please contact for details

Overview:

Many companies today struggle with telling people what it is they offer. Finding the right message, branding, and marketing strategy to connect with your target market is a never-ending battle.

This session will help your business to clarify your message to your target customers, identify the right platform to market to them and re-energize your company's growth so it will thrive.

Items to be discussed:

- How to move your brand from average to W-O-W!!
- Clarifying your company's key message.
- Exactly how your customer thinks about your brand.
- The Curse of Knowledge and how to overcome it!
- The Buyer-Seller Dance and how to take the lead.
- Creating the best customer journey for your targeted audience.
- How to create a simple and effective strategic marketing and growth plan.
- Developing effective lead generation campaigns that convert prospects to customers.
- Social media & content strategies that will make you a thought leader in your industry.
- Plus, many FREE, simple, downloadable resources you can use immediately in your business.

Mark's Speaking Topics

The 7.5 Videos Every Business Must Have In Order To Succeed

Event: Best done as a workshop or talk

Length: 90-120 minutes

Resources: FREE downloadable worksheets and resources.

Misc: Promo material is available.

Tech: Slides with Audio

Availability: Virtual or in person.

Contact for available dates and times.

Rate: Please contact for details

Overview:

What if there was a way to market your company that was 600% more effective than print and direct mail combined? By next year, it's estimated that 80% of all Internet traffic will be devoted to video content, and your business needs to day-trade attention for your business.

Video marketing is a compelling way to communicate your brand by educating your audience and building trust at the same time. Forget the film crews and TV commercial budgets—you need cost effective "hacks" that you can implement today. With something as simple as a smart phone and a few simple tools and tricks, you can reach the right customers to increase leads and sales.

Items to be discussed:

- An understanding of why video is a marketing asset.
- Developing a content mission to align with your desired customers.
- Clarifying your company's key message.
- How video marketing impacts the sales process.
- How to implement and execute video marketing.
- The gear and the how-to you need to get started with video.
- Ideas on how to use video to grow and expand your business.
- The 7.5 videos every business must have to grow!
- Short form video options on Social platforms.
- 90-Page Video Marketing How-To Guide is provided.
- And much more information you can use immediately in your business.

Using Social Media To Market And Grow Your Business

Event: Best done as a workshop or talk

Length: 90-120 minutes

Resources: FREE downloadable worksheets and resources.

Misc: Promo material is available.

Tech: Slides with Audio

Availability: Virtual or in person.

Contact for available dates and times.

Rate: Please contact for details

Overview:

Social media marketing is a multipurpose business asset. It connects you with your audience and it promotes your products, services, and brand. Both aspects are equally important.

The top three challenges faced by users of social media are reaching the target audience, measuring strategy effectiveness, and achieving goals.

Crafting an effective social media strategy will help tackle these challenges and more. Social media strategies equip you to set goals and guardrails, track performance, and tweak your benchmarks over time to achieve your goals.

Items to be discussed:

- Importance of having a social media presence.
- Setting social media marketing goals that align to business objectives.
- Understanding your audience.
- Getting to know your competition.
- Conducting a social media audit.
- Establishing the correct social media platforms for your business.
- Developing effective social content.
- Methods for extending your social reach.
- Developing a content creation calendar.
- Tracking your results to know if the strategy is working or not.
- And more you can use immediately in your business.