

KELLY MCDONALD

AUTHOR OF THREE BESTSELLING BUSINESS BOOKS.

NAMED "ONE OF THE 10 MOST BOOKED CORPORATE AND ASSOCIATION SPEAKERS IN THE U.S."

NAMED "TOP WOMAN BUSINESS SPEAKER YOU NEED AT YOU NEXT EVENT"

NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

How to Market & Sell to People Not Like You

ABSTRACT:

Our marketing environment has become more complex, and consumers have become more sophisticated. Diversity marketing is the new norm, and this doesn't simply mean racial diversity. Diversity comes in many forms: gender, race, age, life stage, language preference, sexuality, and hobbies or special interests are all ways in which people's differences are recognized.

By recognizing these differences and tailoring your product, message or marketing efforts to reflect consumers' uniqueness, you are validating the importance of a consumer group. It may be counterintuitive to focus on differences rather than similarities, but this can really stretch your marketing muscles and bring incremental results.

KEY POINTS:

- Learn about the hottest new market segments and how they're shaping culture.
- Learn the key emotional drivers for important target segments and how your business can leverage those in marketing messages.
- Learn which group represents the largest opportunity for your business right now and which group will be your greatest opportunity tomorrow.
- Specific strategies and tactics will be discussed for identifying your high-potential prospects and reaching them effectively.