



Samuel Scott

Marketing truth from an expert trade journalist

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"Got the attention of our 600+ attendees and left the conference with really high feedback scores."

- Yigit Konur, Digitalzone



Speaking Topics

The Future Trends in Marketing

Blockchain could bring transparency to ad tech.

GDPR, online ad fraud, and the death of data-based marketing surveillance will bring a return of creativity.

Direct response spend has moved online, but TV is still the most used medium for advertising and is more effective than digital.

There will be no separation between traditional and digital marketing. Marketing will become integrated by being channel-neutral.

The Biggest Myths in Marketing

I counter the following myths:

TV and radio are dead. People want to have relationships with brands. The medium does not matter. Ad tech cuts out expensive middlemen. Only short-term results matter. Advertising "waste" is a bad thing. The brand does not matter.

Biography

A former newspaper editor and director of marketing in the high-tech industry, I am now a professional keynote marketing speaker as well as the writer of The Promotion Fix column for The Drum. I use my prior careers to show businesses, conferences, and universities the true present and future of the marketing industry as a neutral observer with nothing to sell.

Website: <http://www.samueljscott.com/marketing-speaker/>

As Seen At



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