



Sue Kirchner

CONSULTANT, WORKSHOP LEADER, SPEAKER & WRITER

Looking for an Engaging Speaker on Branding, Content, or Social Media Marketing?

Sue Kirchner helps audiences get excited about attracting more clients faster and easier. With an engaging style, she shows business owners how to identify what makes their company or personal brand unique and then tell that story through speaking, social media, and video marketing. All to attract more clients and grow their business.

She is the founder and CEO of Brand Strong Marketing, a brand strategy consulting firm that helps companies stand out and attract more clients. Drawing on over 20 years of helping businesses of all sizes and industries identify their brand and tell their story, she has a unique gift for taking the overwhelm out of branding and marketing decisions to guide, teach, and motivate people to Brand Strong™.

With a fun and approachable style, Sue creates an engaging experience that your audience will love. Her presentations and workshops provide value by sharing real world experiences, tips, hacks, and inspiration, all based on her success marketing for her clients and her own company. Attendees leave energized, educated, and inspired!

KNOWLEDGEABLE. ENERGETIC. APPROACHABLE. MOTIVATING. FUN!

She has designed and delivered speeches for many organizations on the topics of brand strategy, social media marketing, video marketing, and entrepreneurship. She is happy to create a custom presentation for your group. She is also the creator of hands-on workshops and courses that help business owners frustrated by marketing to skip the learning curve, take action, and grow their business.

She is also comfortable in front of a microphone or camera, serving as a guest on several small business shows and podcasts to talk about branding and marketing, as well as appearing on NBC 5 Chicago News, WGN, ABC 7 Chicago News, and ABC's 190 North programs.

BOOK SUE FOR YOUR NEXT EVENT!

Call 847.963.1805 or email sue@brandstrongmarketing.com.

"I just want to thank you for such a wonderful presentation! You were super easy to work with and the session for the ASPAA TPA Growth Summit went great. You provided us with a lot of tangible information and tools to work with. I am very grateful! The fact that you offered to review and give feedback on the audience's worksheets after the session was above and beyond."

*—Michelle Skrip
Principal, Qualified Pension Professionals, Inc.*



SUE KIRCHNER'S

Most Popular Workshops & Presentation Topics

BEFORE YOU SPEND ANY MORE MONEY ON MARKETING, GET YOUR BRAND STORY STRAIGHT

Before you update your web site, jump on social media, or film your first marketing video you need to have your Brand Story down pat. If you aren't crystal clear on what you do, who you do it for, and why you do it better than anyone else you'll waste time, money, and opportunities.

A clearly defined brand helps you make strategic decisions, tells your customer what to expect when working with you, and explains how your product or service is different. In this presentation, you will learn how investing time to identify and create a strong brand helps you get noticed, generate leads, and forge a connection with your customers.

DARE TO BE DIFFERENT: HOW TO GRAB ATTENTION AND BE IRRESISTIBLE TO GET MORE CLIENTS

In order for new customers to hear how your business can solve their problems better, you need to stand out and grab their attention. Getting noticed means more than just telling people the value you deliver, but also how that is different from competitive solutions.

In this presentation, we will focus on the importance of differentiating your brand in today's crowded, short-attention-span marketplace, how to identify or strengthen what makes your company unique, and creative tactics to get your message in front of your ideal target customer. By focusing on further differentiating your brand and offerings, companies can more easily increase their number of leads, sales, and ultimately profitability.

LEVERAGE YOUR CUSTOMER JOURNEY TO IGNITE YOUR GROWTH

Do you know what your customers experience when they work with you? The communications, the service delivery, the product performance, and any post-sale follow up?

It's worth taking the time to walk in your customers' shoes because there is one BIG thing that will differentiate companies that accelerate their growth and succeed versus those that flounder and struggle. That one thing is focusing on the customer experience.

In this presentation, audiences will learn how your customer experience should drive your marketing and sales strategies; how to create a customer journey map to differentiate your brand and accelerate sales; and the critical role your employees play since everyone in the organization delivers on the customer experience.

WANT TO MAKE YOUR NEXT LIVE OR VIRTUAL EVENT OR CONFERENCE A SUCCESS?

Give Sue a call at 847.963.1805.

"Sue's knowledge of social media marketing was superb and her enthusiasm was contagious. We will definitely have her speak for our organization again. It was a wonderful, engaging presentation."

*—Diane Middlebrooks,
Women's Initiative Coordinator,
Itasca Bank & Trust Co.*



"Sue's workshop opened my eyes to what branding is and why it is important. Sue provided very solid steps that I implemented the afternoon following the workshop. One of the best workshops I have attended."

*—Carol Skoczylas, Co-Founder,
CLS Background Investigations*



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Speaking Engagements & Workshops

TOPICS

- Before Spending Money on Marketing, Get Your Brand Story Straight
- Make Your Social Media Marketing Matter
- Does Your Business Need a Marketing Makeover?
- The Key to Business Growth: Align Your Marketing & Sales
- A Lead Generation Strategy to Feed the Sales Funnel
- Leverage Your Customer Journey to Ignite Your Growth
- Use Your Brand to Attract Top Talent
- How to Grab Attention & Win More Business
- Use Video to Differentiate Your Marketing
- 7 Steps to a Killer Social Media Marketing Strategy
- LinkedIn 201: Advanced Strategies to Generate Leads
- Marketing Makeover Tips
- Build your Personal Brand via Social Media
- LinkedIn Best Practices
- Brand Management is Essential for M&A Success
- Brand Architecture Strategies
- Principles of Marketing for Non-Marketers

CLIENT/ORGANIZATION

- ASPPA TPA Growth Summit
- Itasca Bank Women's Business Initiative
- Smooth Selling Forever's Educational Workshop
- Ignite Your Growth Workshop Webinar
- APEX CPAs & Consulting: Partners in Growth Client Event
- CASMI Spring Manufacturers Expo
- Brookfield Public Library: Business Lunch
- National Association of Women Business Owners (NAWBO)
- ITECS Innovative Consulting: Annual Meeting
- Philadelphia Insurance Co. and Itasca Bank & Trust
- M&A Chicago: M&A Integration Conference
- Lund International: Sales & Marketing Meeting
- Northwestern University, McCormick School of Engineering

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