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Marc Gordon

Branding, Marketing and Customer Experience Expert



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Language Spoken

English

Travel's From

Toronto, Ontario

Speaker Biography:

Marc Gordon is a marketing and customer experience expert. He has been referred to as “Canada’s Marketing Superstar” by the Oprah Winfrey Network and regularly appears on television and radio to provide feedback and opinions on current business news.

Since 2003, Marc has studied, written and spoken about how companies can cultivate or ruin relationships as the result of how they communicate through marketing and customer service. Marc Gordon travels all over the world to train and educate organizations in the art of using customer service in tandem with marketing. His clients include Canada Post, The Canadian Securities Exchange, Johnson & Johnson, and presidents and CEOs of Fortune 500 companies.

His article series, *High 5 For Business*, is the number one syndicated business column in the world, appearing in over 300 trade and business publications in six countries. In addition to being listed as one of the Top 100 Marketing Experts to Follow on Twitter, Gordon is also a regularly quoted expert, having been featured in the *Toronto Star*, *Globe and Mail*, *The National Post*, Rogers Media and the CBC. Delivering knowledge and insight, Gordon’s true talent lies in understanding how people react to marketing messages. With over 25 years honing his marketing skills for both his own company and those of his clients, Gordon has become one of the leading authorities on relationship building for business.

In his presentations, Marc Gordon combines real world examples with his own knowledge and experience to deliver content that is thought provoking, relevant, and engaging. Bringing a life’s worth of experience, Gordon’s first steps into entrepreneurship began at the age of eleven as a victim of relentless bullying. By painting Dungeons and Dragons figurines for the students in his class, he learned how people’s behaviour and attitudes can change if they see value in what they purchase. This was a lesson he would remember throughout his career

At the age of 16, Marc Gordon was back in business for himself. Over the next 8 years he imported collectible model cars, had his own clothing line, and even sold lingerie to escorts and strippers. During that time he would see his businesses grow faster than he could handle, stumble due to economic conditions or get squeezed out by aggressive competitors. In 1994, unemployed and with no job prospects, Gordon invested \$2,500 in a gold plating machine and started GoldPro Canada. In that first year, operating out of his parent’s basement, sales totalled just \$4,000. However by 2000, the company had grown into a multi million dollar manufacturer and distributor of automotive equipment and accessories, servicing over 2,400 car dealerships and body shops across Canada.

In 2003, after emotional and physical burnout, Marc Gordon sold GoldPro for seven figures. Owning virtually no inventory or capital equipment, the high value of his company was based on GoldPro’s name, distribution network, brands, and web presence. This was a testament to Marc’s skills as a marketer. After taking a year off, Gordon started Fourword Marketing as a way to provide the marketing and consulting services he wished were available to him when he was starting out.

Fourword specializes in developing and executing marketing programs for companies ranging from startups to public companies in dozens of different industries. Fourword’s list of services include web design, print production, promotional campaigns, and public relations. Marc Gordon is an active participant and volunteer in a number of organizations and educational symposiums that provide free marketing tools and management experience to new entrepreneurs.

Marc Gordon’s approachable style and industry knowledge have made him a sought after source for media outlets looking for opinions on business trends and events in the areas of marketing, social

media, and customer service.

Topic Presentations

How to Become a Branding Champion: What it takes to influence, engage and inspire.

Branding is more than just a logo, website or business cards. A brand is your company's reputation based on the experiences customers have with you. By sharing those experiences with others, your customers have the ability to strengthen or ruin your brand.

While marketing can play an important role in influencing your brand, it is just one piece of the puzzle. It all starts with understanding what kind of company you want to be and what values you choose to embody. Companies that embrace this concept, convey it through marketing and support it in action will have the best chance of success, regardless of market conditions or competition.

Consumers support brands they believe share the same values as them. They can see a brand as a reflection of what they are, or what they want to be. For them, it can feel like a relationship. The brand provides positive experiences, and the consumer learns to trust the brand to keep those experiences coming.

In this presentation, Marc Gordon will show you how to develop a strong brand from the inside out that turns staff into ambassadors and customers into fans. This presentation uses real-world examples from relevant industries, as well as featuring lots of stories and humour.

Leave this presentation knowing:

- The difference between selling products and creating experiences
- Why quality and price are not motivating factors - even when customers say otherwise
- How your story can be the foundation of a strong brand
- Understanding your company's values and effectively presenting them to your market
- The role of marketing in building a brand

More Than Friends: How companies can be more successful on social media by being less social.

Has your organization seen the benefits of social media? More sales, increased awareness, viral videos, trending topics, online communities talking about how awesome your products are? For most, the answer is no.

And for the most part, it's not their fault - or yours. Social media has been one of the most over-hyped marketing tools ever. And while some companies have made the leap from social post to social consciousness, it's usually been due to luck and timing. And even then, success has been measured in likes and views instead of dollars and cents.

So what's the problem? Are companies not using social media properly, or is social media just more interested in photos of your lunch, funny dog videos, and Donald Trump's Twitter account.

In this presentation, Gordon will take everything you thought you knew about tweets, likes, and followers and turn it upside down. Packed with stories, humour, and commentary, he will dispel some of the big marketing myths surrounding social media while providing proven advice for any industry.

Leave this presentation knowing:

- What motivates people to have online relationships with each other - and businesses
- Why most companies mistakenly believe they are succeeding at social media
- The answer to the question "Can companies be social?"
- How businesses can leverage people's desire to post reviews and share experiences
- Find out if social media is something your business should even be doing at all

Selling Happiness: How to create customer experiences that inspire loyalty and encourage referrals

The task of creating the perfect customer experience can be overwhelming. Especially when every customer can have different expectations. In this presentation, Marc Gordon will dispel the number one customer service myth that could be hurting your company, and show you how to turn every customer interaction into one that inspires loyalty and encourages referrals.

The presentation features 5 Key Takeaways:

- The number one reason your customers come back - or don't
- Why exceeding customers expectations doesn't guarantee success
- The five steps in turning a negative customer experience into a positive one
- How marketing can be your greatest customer service tool
- Six steps in creating the kind of experience your customers truly want

The Art of Advertising: How to create powerful and influential campaigns

Do you want to build greater awareness for your business in order to increase sales? In this groundbreaking presentation, Gordon shares his proven methods for creating effective advertising campaigns that will capture interest and build sales - while creating a more customer-focused culture for your company.

Key takeaways:

- How we are genetically wired to believe advertising messages
- Three reasons your business needs to advertise
- Why your customers want to see advertising - even if they say they don't
- Three revolutionary steps in creating strategic advertising campaigns that work

Testimonials

“Marc was a keynote speaker presenting “More than Friends, take your business beyond social”, at our franchisee convention. His energy held everyone’s attention throughout his presentation. The franchisees found Marc to be interactive, engaging, entertaining, and most importantly, gave practical advice they could understand and plan to use!”

Leslie Wilson - Vice-President Wee Watch

“Marc did an awesome job. In fact just his presentation alone justified my trip from Sudbury to Toronto. I learned a lot from his presentation and hope to apply these new skills in my future activities”.

Bob Komarechka - President and CEO Alibaba Graphite Corp.

“One of the best speakers I have ever seen. Marc’s energy was at a 10 from beginning to end. His content was clear, informative and motivated our audience members to take action when it came to growing their own businesses. Any company would do well to have Marc speak at their next event.

Christopher M. Litster - Vice President Constant Contact

“Marc’s ability to energize an audience was felt as soon as he hit the stage. His energy, story telling, interaction and clarity helped drive home the key concepts and ideas we had asked him to share with our group of CEO’s of entrepreneurial public companies. The response from the group was overwhelmingly positive; the benefits of his approach were immediately apparent as the group pitched their companies to an audience of brokers and corporate finance professionals. Marc’s presentation was the highlight of the event. I would strongly encourage those looking for a speaker that brings both practical knowledge and positive energy to give Marc serious consideration”.

Richard Carleton - CEO The Canadian Securities Exchange

“Marc was fantastic. His energy got the show off to a great start and his teachings on branding and social media were invaluable to the audience. The feedback we received from attendees was overwhelmingly positive. Marc provided them with practical and usable information while at the same time being entertaining and motivating. Which is exactly what we asked him for”.

Margo Warren - Special Events Manager Canadian Gift Association

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