

# Create a love affair with your customers

The *Wall Street Journal* calls him a must read!

*AdAge* ranks him among the top  
50 marketing bloggers in the world!

And meeting planners say things like:

*Drew is dynamic, informative, and somehow makes all that learning seem fun. He received the highest satisfaction scores of any speaker we've ever had at our national conference. As one participant wrote "we could use a whole day of Drew!"*

*We will definitely be inviting him back. Our members would revolt if we didn't!*

Cyndi Menzel, Event Chair  
National Education Association/PR Council

## Meet Drew McLellan

Drew McLellan gets branding and marketing and he desperately wants you to get it too.

So he tells stories, asks questions, and milks sacred cows. All to help clients discover their brand so they can create authentic love affairs with their customers.

Drew has not only survived 20 years in the advertising and marketing arena, he's thrived in it. After working for several other agencies, including Young and Rubicam's CMF&Z, Drew created McLellan Marketing Group in 1995.

Considered a national branding and social media expert, Drew is a highly sought after speaker and has given about a zillion presentations at national conferences, key note addresses, training for his peers in the profession, college students and even his daughter's tenth grade class.

Over the years, Drew has lent his expertise to clients like Nabisco, IAMS pet foods, Kraft Foods, Meredith Publishing, John Deere, Iowa Health System, Make-A-Wish, University of Central Florida, Skidoo and a wide array of others.

When he's not out preaching the good word of marketing and branding at work and on his blog [www.DrewsMarketingMinute.com](http://www.DrewsMarketingMinute.com), Drew spends time with his family and pondering why the Dodgers can't seem to get back to the World Series.

Drew has a Master's Degree from the University of Minnesota but alas, he cannot remember their fight song.



To check availability  
or to book Drew:

Green Light Speakers Group  
877-974-8310  
[info@greenlightspeakers.com](mailto:info@greenlightspeakers.com)

*When we hear things like "one of the best speakers we have ever had" we know we've hit it out of the park. The evaluations that came back after Drew's presentation were unilateral in their enthusiasm and praise. Several of our members are already hounding us to get him scheduled for next year's conference.*

Scott McIntyre, Director of  
Communications  
Iowa Hospital Association

## ✓ How to have a love affair with your customers

Remember how you couldn't stop talking about that new boyfriend or girlfriend? Imagine if your customers felt that same way about you!

Creating this kind of a relationship doesn't happen by accident.

There are several key steps to creating a love affair with your customers. Miss one and you might experience the pain of a break up! But when you woo the right person (or company) in the right way, you can create a loyalty that your competition won't be able to touch. No matter how much they lower their prices.

Want a long-term love affair with your customers? Let Drew show you the plan for making that happen.

## ✓ Your brand is not your logo

Stop letting the tail wag the dog! Your brand is not your logo or your tagline.

Those are important tools but they're not your brand!

A brand is the most powerful marketing tool any business can harness. If they know how. In plain language - it's why a potential client or employee would choose you over your competitor. What makes you stand out from the rest? What's it like to do business with you?

Ready to discover what branding is not, what it is and why it matters to you? Come spend some time with Drew and you'll be well on your way.

## ✓ Marketing mistakes you can't afford to make

You are wasting your marketing dollars. Guaranteed.

Most organizations make at least one fundamental marketing mistake that costs their company customers, employees and money.

In today's economy, businesses can't afford a misstep. Every marketing dollar needs to be on target and effective. Unfortunately, most businesses make some very basic mistakes that undermine everything else they do. Drew McLellan, a 20+ year marketing veteran has identified those mistakes and has solutions you can implement immediately to avoid them.

Want to maximize your marketing? Let Drew get you on the right course.

## ✓ Welcome to the Age of Conversation

When you hear words like blog, Facebook, social media and online reputation, do your eyes glaze over?

Better wake up - this stuff isn't for teenagers and it is going to change the way you communicate, whether you want it to or not.

There's good and bad news when it comes to social media. The bad news is, the train is already leaving the station. Your consumers and competitors are already there, using these new tools. The good news is that it's not too late. You can quickly learn how to use these very cost effective, customer friendly tactics to your advantage.

Don't let this new opportunity pass you by. Let Drew introduce you to the Age of Conversation.

*What do you do when your speaker overwhelms your meeting attendees with strategic insights and practical tools? You invite him back!*

*That's what we did. Drew McLellan has been one of ISA's "hip faculty" at our Sales and Marketing in 2005 event and ISA's Annual Business Retreat in 2008 - two different audiences (CEO's for one and Sales Executives for the other) but a unanimous evaluation - engaging speaker, knowledgeable expert, and a down to earth person. Drew's message is never canned and always relevant. He is worth the ticket of admission.*

Pamela J. Schmidt,  
Executive Director  
ISA - The Association of  
Learning Providers

*Drew McLellan knocked it out of the ball park!" Comments like that were what we consistently heard after Drew's presentation to our network gathering of broadcast professionals this past February!*

*It was obvious that Drew took time to think about our needs as an organization and to personalize his presentation accordingly. Our hope is to have Drew for a "return engagement" to continue to the conversation!*

Dick Whitworth  
Northwestern Radio Corp.