



BRIANNE FLEMING

# SPEAKING PROPOSAL

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## BRIANNE FLEMING...

# YOUR AUDIENCE'S BEST FRIEND



If you're looking for a buttoned up marketing expert to lecture to your audience, Brianne is not the right speaker for you.

Brianne connects with people across generations by tapping into something we have in common: popular culture.

Bored with textbook examples, Brianne proves there are marketing lessons in music, movies, television, and more.

Any expert can talk about marketing, the latest social media trends, or lead generation strategies, but it takes someone special to deliver these messages in an engaging way.

Brianne is unlike any speaker because she packages her guidance in exciting and timely pop culture references your audience will love.

It's Brianne's mission to help her audience understand marketing with a refreshing perspective.

She'll prove there's a branding lesson behind the success of the '90s sitcom, *Friends*, the Harry Potter franchise, Taylor Swift's latest single, or Jimmy Fallon's YouTube channel.

And don't be surprised if she breaks up her presentations with an impromptu dance session. As fun as this may be, Brianne always makes an important point.



## BRIANNE'S EXPERTISE

A creative at heart, Brianne is a writer, podcast host, marketing consultant, and instructor of branding and social media at the University of Florida. She has over a decade of experience in corporate marketing and brand management. Brianne has spent most of her career focusing on fitness and wellness brands, including Orangetheory Fitness. She now runs her own agency called Twelve Stories Up, where she helps brands elevate their content marketing and strategy. She is also a personal branding coach.

OF ALL THE SPEAKERS OUT THERE...

## WHY HIRE BRIANNE?



### LEARNING BUT FUN

Forget dry textbook examples. Brianne combines music, movie quotes, and pop culture references to present marketing takeaways in a fun and creative way.



### TIMELY & TAILORED

No canned presentations here! Brianne does extensive research to tailor every presentation so the information is topical and relevant to your audience.



### CONTAGIOUS PASSION

Brianne lives and breathes marketing, and it shows. She is a subject-matter-expert who speaks from the heart and makes her enthusiasm for her craft contagious.

# PROGRAMS



Cookie-cutter presentations are the worst! All of Brianne's programs are updated and tailored to your specific audience.

## LEADS, LOVE, & LOYALTY

Are you stuck on a lead generation hamster wheel? Like The Beatles say, All You Need is Love! In this keynote, Brianne teaches audiences how to grow their brands from the inside out by simply showing your audience more love.

By the end of this session, you'll learn how to generate engaged leads by building genuine relationships. Your brain will be overflowing with ideas on how you and your teams can go the extra mile in your marketing and beyond.

Best Audiences/Events: Franchise Organizations, Sales Teams/Trainings, Entrepreneurs

## CONTENT CALENDARS THAT CONVERT

Are you wasting time, money, and energy guessing what types of content will resonate with your customers? There's a better way!

In this session, I'll break down a tried-and-true content marketing formula that hits the mark for brands and delights their audiences. Gone are the days of posting at random and hoping your content takes off!

My content marketing formula will teach you how to create strategic, branded content that builds your brand awareness while inspiring your audience to take action.

Best Audiences/Events: Niche Industry Conventions, Marketing, Social Media Conferences, Small Business Expos

# PROGRAMS (cont'd)



No cookie-cutter presentations here! All programs are updated and tailored to your specific audience.

## BUILD YOUR NAME, BUILD YOUR FAME

Fun fact: Leonardo Da Vinci wrote the first professional résumé in 1482. That's over 500 years ago, and yet, they are still being used today. But the truth is, your résumé isn't enough to land you your dream job. How are you supposed to show recruiters just how amazing you are within the boundaries of an 8.5×11 PDF? Impossible.

If you really want to stand out, you need to tell your story and illustrate your potential beyond your résumé. You have to make a statement online and build a platform for yourself.

In this presentation, I teach audiences how to build a personal brand that propels them into the job (and life!) they really want.

Best Audience/Events: Students, Higher Education/Universities, Leadership Organizations

## SWIFT CONTENT GROWTH

In today's instant digital world, brands have huge opportunities to respond to trending topics in popular culture. From viral meme challenges, to jaw-dropping sports moments, or live TV reactions, swiftly jumping in on current conversation can create tons of organic blog traffic and brand awareness. Yes, please!

This idea is called newsjacking, and it can work wonders for your brand. But there's a right way and a wrong way to newsjack.

In this session, I'll teach you how to effectively monitor trends and cultural moments, boost engagement with your ideal audience, and help you understand when NOT to post.

Best Audiences/Events: Bloggers and Digital Marketers, Marketing & Social Media Conferences, Public Relations Professionals

# IS BRIANNE RIGHT FOR MY EVENT?



Although Brianne has focused most of her marketing career in the fitness industry, her expertise transcends this category.

The common theme among all of Brianne's work and keynotes is that she helps people and brands build a community. This is especially helpful in the boutique fitness world, but ANY brand can benefit from bringing their customers and audience closer together.

The right balance of customer service, a strong brand, and engaging content has the potential to turn ordinary customers into passionate fans who will lead your tribe and do your marketing for you.



# BRIANNE'S WORK

## BLOG

### SAMPLE POSTS



**6 Steps to Turn Ordinary Customers into Passionate Groupies**



**In Defense of Peloton's Awkward Holiday Commercial**



**Phoebe Buffay Proves Your Email List is Your Biggest Asset**



**The Fool-Proof Content Marketing Formula**



**A Lesson About Discounting from Taylor Swift**



**What Content Creators Can Learn from Ariana Grande**



**6 Irresistible Words to Help You Sell Better**



**Dancing With The Stars and Building Your Personal Brand**

# BRIANNE'S WORK (CONT'D)

## PODCAST

### MAKING THE BRAND



#### Making the Brand | Marketing with a Pop Culture Twist

Brianne Fleming

MARKETING - 2019-2020 ★★★★★ 4.5, 3 RATINGS

✓ SUBSCRIBED

If you look hard enough, there are marketing lessons everywhere in pop culture. From music, to TV, sports, and movies, brands can identify ways to appeal to their audiences by understanding more about what they love -- what's popular in culture. If musicians, a... [more](#)

#### Season 2

FEBRUARY 5

##### 6 Steps to Create Brand Superfans

Fangirls aren't just for boy bands. Nope, BRANDS need them too.

10 MIN

Cultivating your audience to become passionate superfans will grow your company faster th...

JANUARY 17

##### Just Dance: What Makes TikTok Tick

If you didn't make up dances with your friends, did you even have a childhood?

11 MIN

Well, kids these days are making dances, posting them on TikTok and becoming viral sensat...

## CONSULTING CLIENTS



## EXPERTISE

- Social Media
- Content Strategy / Creation
- Lead Generation
- Community Building
- Corporate & Personal Branding
- Brand Storytelling

THANK YOU

HIRE  
BRIANNE  
FOR  
ELECTRIC  
SLIDES AND  
SO MUCH  
MORE :)

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