

David will change the way social marketing is perceived and share new approaches to “selling online.” His insightful learning sessions, masterful use of personal anecdotes and real-world business examples promise an unforgettable experience. Attendees will leave your event armed with new ideas and practices they can implement immediately to achieve their online marketing goals. They’ll learn to combine strategy, technology, and media to create everything their brand needs to generate sales results.

As the Chief Viral Officer of Sneeze.it, a division of The Steel Method, David helps organizations locate customers, engage clients, and motivate audiences every day to dive into the social media waters. He has a proven track record of turning business owners from social media novices into savvy social media marketers. For example, in 30 days one business owner had a 103.77% increase in “Likes” on Facebook and showed a 56% increase in people talking about them on the internet. Another experienced a 40.19% increase in “Likes” on Facebook, a 249.28% increase in people talking about them online and an amazing 1340.11% increase in weekly total reach. All this was possible because of David’s guidance and assistance in what he calls Specific Marketing; focusing on targeting, engaging and motivating target audiences using social media.

It’s these day-to-day experiences and his personal success that drives the conversation and inspires his audience to take action. Each presentation is customized to meet your organization’s objectives and can be used as a stand-alone keynote address or as a more intimate meeting in breakout sessions. David accommodates your requests and always uses the best forum to make your meeting impactful and memorable.

Contact Terri Stanton to schedule David for your next big meeting.

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davidsteel

“We had David do a chapter event for us - phenomenal! David gave us all of the insider information in terms of using the web to grow our businesses...a highly recommended YPO resource.”

**Cristopher Cannon
Education Chair, YPO Utah**

“I learned so much today, I don't even know where to begin! We learned about how to make our social media investment better.”

**Sarah DeVol
CEO, Franklin Covey
Organizational Products**

“This was a great presentation telling us the importance of where all of our social media impacts our businesses...I'm really glad I came today!”

**Chris Heissmeyer
Christopher Dealerships**

