



MEET LORRIE THOMAS, MA, WEB MARKETING EXPERT

Speaker • Writer • Trainer • Agency CEO



Lorrie Thomas, M.A., The Marketing Therapist[®] is a nationally recognized marketing speaker, writer, strategist, expert and educator. She empowers professionals when she speaks at events sharing her wealth of online sales and marketing expertise. Her delivery weaves in critical web marketing tools/rules that teach attendees how to develop and execute healthy marketing efforts that best fit their unique goals. Every speaking engagement is a **custom presentation** that is specific to the business, niche, skill sets and professional concerns of her attendees. She receives rave reviews as a speaker for her value-rich, educational, fun and humorous “healthy dose of marketing advice” style.

Ms. Thomas is the Founder and CEO of [Web Marketing Therapy](http://www.webmarketingtherapy.com)[®], a strategic web marketing agency, training and advisory firm. Her "wild web woman"[™] team serves small businesses, entrepreneurs and marketers committed to owning their success. Web Marketing Therapy's work ensures marketing treats the cause (vs. band-aiding symptoms) so all marketing pieces click. She teaches Web Marketing Applications, Social Media Marketing and Search Engine Marketing Applications workshops for professionals at the University of California Santa Barbara and Berkeley Extension. She also teaches an Entrepreneurial and Small Business Marketing 5-week workshop for UC Berkeley. Lorrie was on the founding team at ValueClick Media, a leading online marketing network. She writes for several online publications and is frequently quoted by the media as a nationally recognized marketing expert. Her book, *The 36 Hour Guide To Web Marketing* is in the works and is scheduled to hit bookstores in late 2010. www.webmarketingtherapy.com/news

Lorrie Thomas has been described as a “motivational marketing speaker”. Her powerful presentations set a memorable tone for events. Her teaching talents make her keynotes educational, so attendees are entertained, enlightened and walk away with easy-to-implement ideas and valuable insight. Ms. Thomas speaks nationally on a number of marketing-related topics.

SPEAKING FEES

•Keynote Presentation

\$5,000 - \$7,500 plus travel expenses (airfare, hotel, transportation)

Fee depends on the topic, advance notice, travel time, research required to customize the session and pre-meeting time before the event.

Lorrie adds extra value as a speaker (beyond the keynote) by being available at evening networking events, as well as during the event day to serve attendees for questions, conversation and more.

•Workshop or Custom Training Session

****To Be Quoted****

Lorrie Thomas is a revered educator. She teaches professional workshops on Small Business Marketing, Entrepreneurial Marketing, Web Marketing, Search Engine Marketing, Social Media Marketing and creates custom workshops and training sessions to add value to conferences and events. Lorrie has a breadth and depth of web marketing expertise. Workshops or Custom Training Session vary on topic, preparation time, need for handouts, etc.

Previous workshop topics include:

Developing Web Marketing Strategy

New Rules of Marketing

Web 2.0

Optimizing Web Marketing

eBusiness

Social Media Marketing

“Pajama PR”

Selling Online Advertising

Online Media Buying

Search Engine Marketing (SEM)

Search Engine Optimization (SEO) Best Practices

Affiliate Marketing

Web Analytics

Relationship Return on Investment (ROI)

Small Business Marketing Success

PREVIOUS SPEAKING ENGAGEMENTS

All speaking engagements can be found online:

www.lorriethomas.com/web-marketing-speaker.php

<http://www.webmarketingtherapy.com/category/events/speaking/>

CONTACT INFORMATION

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SPEAKER TESTIMONIALS



"BSG secured Lorrie Thomas as a Keynote Speaker for our Annual Customer Appreciation Conference. Lorrie is energetic, engaging and clearly an expert in the web marketing field."

Our diverse customer base found Lorries Wild, Wild Web presentation to be most informative. Not only did she present at our main session, but she also took the time to meet with our customers individually, in smaller group sessions as well as attend our social events.

It was truly a pleasure to work with Lorrie and her staff prior to our event. She coordinated with us on an ongoing basis to ensure that the presentation would exceed our expectations.

I, as well as others from BSG, really enjoyed working with Lorrie and her team and would highly recommend her to any business."

Sharon Gallardo, Sr. Marketing Manager

[BSG Clearing Solutions](#)



"Lorrie Thomas is a strong communicator and an energetic speaker. She possesses a great talent for educating a non-technical audience about potentially complicated, technical topics. She's extremely professional and very easy to work with."

Victoria Backer, SVP, Member Services

[United Fresh Produce Association](#)



"Lorrie is an excellent speaker, and we highly recommend her. She is full of energy, good ideas, and a positive attitude. Behind her engaging presentation is a wealth of knowledge and experience that enables her to answer even the toughest follow-up questions with ease. Perhaps her best skill is her ability to communicate

complex search engine optimization concepts to a wide variety of audiences. Everyone can benefit from the training she provides, from people with almost no technical experience to those who are experts in information technology. Hiring Lorrie was a wonderful investment for us, both in terms of the value she brought to our organization and in terms of the enthusiastic support that she continues to offer us."

Janet Niblock, Executive Director

[George Mason University Office of Continuing Education](#)

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“Lorrie was a wonderful speaker to work with from the get-go. She partnered with us to come up with custom sessions specific to our attendees’ needs and prepared each presentation with case studies specific to our industry to educate and make the web marketing material relevant. When Lorrie emerged as a speaker candidate for a session scheduled at the same time as the one she was booked for, she quickly sent us a recommendation for another speaker – that’s professional speaker service!”

Lorrie had attendees attend our event specifically to attend her night school session and received rave reviews that included comments on how relevant and applicable her web marketing expert advice was. We received 100% excellent rating for Lorrie in our night school session, which is a very tough time slot in our program, since attendees have been in sessions all day. Lorrie Thomas is an engaging and educational speaker who added great value to our event. We will work with her in the future.”

Stephanie A. Fisher, CMP Education Director

[PMA](#)

“You always know you hit a home run with your keynote speaker when the chatter after their talk is about how they are going to run back to their offices and implement the key components of what was talked about. Lorrie hit a grand slam with her Web Marketing presentation to our group, so much so I do not think anyone in attendance has the same web presence as they did the day she spoke. If you haven’t booked her yet, do so NOW; your small business will be BIG over night.”

Trygve Duryea, Chief Knowledge Officer, THE LEADERSHIP GROUP



“I asked Lorrie Thomas to provide a presentation to our sales team during our annual company meetings. The room of about 25 included media salespeople and at all levels of experience, along with members of the IT department and a few other departments who sat in. Some had only sold print. Some were brand new to media in general. Lorrie’s excitement for the medium was contagious. She invigorated & educated our team. Being able to provide real value to both serious geeks and online sales newbies all in the same presentation was a very tall order and she just ...nailed it! I am confident that her presentation will translate into higher sales numbers at our company. Lorrie takes the mystery out of online marketing. I would recommend Lorrie to any size organization or any company type without hesitation.”

Julie Tinney, VP, Sales and Marketing

[Wells Publishing, Inc.](#), San Diego, CA

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"Lorrie's expertise in web marketing is phenomenal! She takes the complicated technical world of web marketing and offers small businesses tools and tips that work with any budget! Lorrie was the keynote speaker at our June THINK BIG! event - her speaking talent inspired our female entrepreneurs and taught them so much. We at WEV, give Lorrie's vivacious personality and expertise our highest recommendation!"

Angel Cottrell, Director
[WEV Client Services](#)

"Lorrie, thank you so much for presenting at our seminar last month. All of our attendees raved about how your session, Internet Marketing for Tax Problem Resolution Practitioners, will help bring them more business than they could ever imagine!"

Lawrence M. Lawler, CPA, CTRS, National Director
[American Society of Tax Problem Solvers](#)

"Brilliant, creative, practical plus she has a lot of common-sense...these are just a few of the ways I would describe Lorrie Thomas. Lorrie's critiques and comments are the highlight of my program on "[Effective Seminar Marketing](#)." Panel discussions, class participation, one-to-one advising, extemporaneous presentations, networking luncheons...she does it all. I recommend her to you without any reservations!"

Ralph Elliott, Ph.D.
[Effective Seminar/Conference Marketing](#)

To book Lorrie Thomas at your next event, please contact:

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805-680-6165