



Addison Clark Online's Speaking Profile

The principals of Addison Clark Online, Jeff Allen and Andrew Rountree, are accomplished speakers on a variety of Online Marketing and New Media topics. As business owners with decades of experience with multiple Fortune 200 companies, Jeff & Andrew know what it takes to grow and run a successful business. They have been frequent contributors for a variety of professional organizations in both the public and private sectors. They provide a unique perspective and a compelling and engaging presentation style that is sure to inform and captivate your audience. And, best of all, they have a passion for helping businesses achieve their full potential!

The Addison Clark Online philosophy on speaking is that audiences should not only be informed and entertained, but should walk away with a solid foundational knowledge of the topic and some practical ways that they can apply the material to their business or organization. Ideally, your audience will leave a session with information that can be applied as soon as they get back to their business to make improvements and generate money.

Provided below are a number of Addison Clark Online's most requested topics; however, custom programs around a number of additional topics can be developed. Please contact ACO to arrange a session for your business or organization.



Jeff Allen




Andrew Rountree



Addison Clark Online's most sought after topics

The Secrets to Successful Online Marketing


 Join Addison Clark Online as they explore the basics of developing and utilizing an online strategy to attract and maintain customers. The session will introduce various methods to Build an Online Brand, Connect with your Current and Future Customers Online, Measure your Results, and ultimately Grow your Business! Some of the topics covered in the session will include the following:

- What makes a website effective?
- How can I get my site listed within search engines?
- Where do I start with social media?
- How do I know if my online efforts are working?
- How can I make money online?!!

Social Media for Today's Small Business

 Social Media is more than a fad. It is revolutionizing the way we communicate and interact with each other. Think of this: if Facebook was a country it'd be the 4th largest in the world! Let the experts at Addison Clark Online show you how your company can effectively leverage social media to generate revenue, deepen customer relationships, and turn your contacts into your best and most productive sales channel. All businesses have constrained resources; this session will show you how to leverage the fastest growing marketing and communications channel to grow your business and generate value with a positive ROI on your time and financial investment.

The Evolution of Marketing

 The world of marketing is evolving. Due to some fundamental shifts in the way consumers wish to interact with businesses and service providers, coupled with the development and adoption of enabling technology, today's consumers are demanding a different interaction.

In today's economy, your business needs an effective online strategy to be competitive. Many businesses have invested in a website, but have not fully realized the benefits of that investment. Addison Clark Online is a leading eMarketing firm in Richmond, VA, that specializes in helping businesses make their online strategy a key part of their business success.

Join Addison Clark Online as they introduce the basics of developing and utilizing an online strategy to attract and convert customers.

Contact Information

Addison Clark Online can speak on these topics or customize a presentation specifically for your organization. For more information, or to book an event, please contact us. Rate information is available upon request.

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