

spencerXsmith

SOCIAL MEDIA STRATEGIES IN PLAIN ENGLISH



WHAT YOU'RE GETTING

Spencer X Smith has the unique gift of being able to explain complex or jargon-laden topics in an accessible and entertaining way that engages and inspires his audiences not just to think, but to act.

Not content to simply teach what he has learned to companies, groups and professionals, Spencer deftly utilizes audience interaction, real-world examples and tales from his days as a rock drummer and band manager to elicit powerful and profound reactions that stay with them.

POPULAR TOPICS

- + SOCIAL MEDIA FOR BUSINESS DEVELOPMENT
- + DIGITAL MARKETING
- + SOCIAL MEDIA MARKETING
- + 401(K) PLANS AND PLAN DESIGN
- + PERSONAL BRANDING

CREDIBILITY

In addition to speaking, Spencer writes prolifically about the subjects he covers and has been quoted widely in:

Forbes Money

THE COSTCO CONNECTION



Entrepreneur

Microsoft

YAHOO!
SMALL BUSINESS
ADVISOR

msn Money

Inc.

LAW.COM

FIRSTHAND EXPERIENCE

Spencer is the founder of spencerXsmith.com and co-founder of AmpliPhi, a digital marketing and strategy agency started in 2017. Since 2015, he's conducted over 200 speaking appearances and only teaches what he first has proven to work himself with his own businesses.

Unique business experiences that have shaped Spencer:

- + Playing drums in and managing a touring rock band
- + Buying and selling a technology company
- + Founding and operating a real estate investing company
- + Teaching Social Media Strategy and Digital Marketing classes at University of Wisconsin-Madison and Rutgers University
- + Working with Fortune 500 companies IBM, Kohl's Corp, Kimberly Clark, Oshkosh Truck, The Hartford, Nationwide and American Family Insurance

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HIS THOUGHTS ARE FRESH, THEY ARE INSIGHTFUL, THEY ARE MEANINGFUL AND THEY WILL ABSOLUTELY HELP YOU GET THE MOST OUT OF YOUR OWN CREATIVITY AS WELL AS YOUR EMPLOYEES.

Evan Wing, Market Manager & Regional Sales Coach at River Valley Bank

BOOK SPENCER: SPENCERXSMITH.COM | 608-616-0401 | SXS@SPENCERXSMITH.COM

BY THE
NUMBERS

200+
Speaking
Gigs

3,000+
In-Person
Sales Meetings Held

7
Fortune 500
Companies Worked With

100+
Drumsticks
Broken