



Heather Gallien

SPEAKER

MARKETING EXPERT

TRAINER & COACH

Get Marketing that Works

STRATEGY • BRANDING • LEAD GEN • MARKETING PLANS • MESSAGING

Stop Random Acts of Marketing

Heather Gallien is a 20+ year marketing veteran who is the founder and Chief Strategy Lioness at creo marketing.

She's roved the marketing jungle for years and is skilled at helping organizations strengthen their brand, sharpen their strategic claws and outwit their competitors.

Heather is a dynamic speaker and educator who specializes in helping businesses stop doing *random acts of marketing* and start marketing with discipline, consistency and wild creativity that gets results.

It's a jungle out there. Success requires smart strategy, clear messaging, integrated planning and nimble execution. If you've been sheepish about marketing, it's time to roar with pride. Ask Heather to speak or conduct a training workshop at your organization!

SIGNATURE TOPICS

**Brand Messaging:
The Power Behind Your Brand**

**How to Build a
Magnetic Lead Magnet**

**Create an Integrated
Marketing Plan on Any Budget**





Heather doesn't
monkey around when
it comes to marketing.

Keynote Speeches · Training · Coaching

STRATEGY · BRANDING · LEAD GEN · MARKETING PLANS · MESSAGING

Brand Messaging: The Power Behind Your Brand

- What is a brand, and what is brand strategy?
- Why is a brand message platform essential?
- New paradigm: solve your customer's problem first
- Company brand value messaging
- Product and persona messaging
- Company brand story and personality messaging
- Why our model works
- How to create your brand message platform
- How to use your platform to guide communications

How to Build a Magnetic Lead Magnet

- What is a lead magnet?
- How lead magnets work
- What do lead magnets achieve for your business
- Discount and offer model lead magnets
- Valuable content model lead magnets
- How to find content by repurposing
- How to create a lead magnet
- How to create a lead magnet campaign
- How to measure a lead magnet
- How to scale lead magnets for max lead gen

Create an Integrated Marketing Plan on Any Budget

- Why a written plan is key to disciplined success
- Determine business and marketing objectives
- Establish metrics: KPIs, MQLs and scorecards
- Build your tech stack
- Assess your resources
- Create a budget
- Develop strategy
- Identify the best marketing channels
- Get your brand up to snuff
- Plan and execute tactics and campaigns
- Refine and improve to accelerate your growth



It's a jungle out there.

In a competitive world, we help you thrive, not just survive. Our holistically integrated marketing programs will boost your brand and generate leads.

creo

heather@creo-marketing.com
1 877 580 1389
Creo-Marketing.com
creo marketing, LLC



Heather Gallien

**SPEAKER
MARKETING EXPERT
TRAINER & COACH**

Biography and Experience

STRATEGY • BRANDING • LEAD GEN • MARKETING PLANS • MESSAGING

Meet Heather Gallien Marketing Thought Leader & Speaker

Heather Gallien is a 20+ year marketing expert who has helped solopreneurs to Fortune 500 companies *get marketing that works*.

Heather lives near Denver, Colorado and operates creo marketing, an agency dedicated to helping organizations stop *random acts of marketing*. She's passionate about helping companies develop and sustain the marketing discipline, consistency and creativity required to generate leads and results—and continuously scale those results as the organization grows.

Early in her career, Heather worked for several Colorado marketing agencies, including Heinrich Marketing, GD&A Advertising and Leopard Communications. She founded her first agency, Idée-Force Communications, with a partner in 2003 and operated it successfully for six years.

She's also worked as the top marketing executive for multiple Colorado companies in several industries, including construction, corporate training and consulting.

Today, Heather specializes in keynote speeches, training and coaching for marketing professionals and business leaders who want to learn what it takes to do marketing right.

Heather has a BS in Communications from Indiana University. She's also a Newfield Network certified coach. She enjoys being outdoors or studying self-development methodologies when she's not doing marketing stuff!

SPEAKING AND TRAINING EXPERIENCE

South Metro Denver Chamber

SHE Leads

Simplify Your Social Media

Colorado Nonprofit Assoc.

Denver Office of Strategic Partnerships

Colorado Festivals and Events Association

Business Marketers Association

ACCOLADES

OUTSTANDING WOMEN IN BUSINESS AWARD

Denver Business Journal

TRAILBLAZER AWARD

Association for Women in Communications

40+ MARKETING AWARDS

COLORADOBIZ MAGAZINE

Featured on cover for article on up-and-coming agencies

DENVER LIFE MAGAZINE

Profiled as a community philanthropic leader

creo

heather@creo-marketing.com
1877 580 1389
Creo-Marketing.com
creo marketing LLC