

# **Chris Houchens**

**Marketing Raconteur and Writer at ShotgunConcepts.com**

Bowling Green, KY, US

Marketing expert + author offering a common sense look at the place where marketing, media, and life collide.

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## **Description**

Chris Houchens combines expertise in current trends with years of real-world experience in media and marketing to assist the organizations that trust him with their marketing strategy. Chris' work, writings, and speaking presentations have cast him as a digital maven who functions as a bridge between traditional marketing and new media. Chris Houchens has spent his entire professional career working in both media and marketing, including as the operations manager of a radio group, as the online director of a newspaper, and the marketing director of both a healthcare organization and a construction company.

Chris's signature business book is 2010's Brand Zeitgeist, which is a primer of the fundamentals of branding and offers lessons on how organizations can use the fundamentals of human nature to develop a brand strategy. Chris is a prolific author whose books have dealt with topics such as advertising, blogging, and healthcare marketing. He's even written a book about vegetable gardening!

Chris has been blogging since 2005 at ShotgunConcepts.com where he takes a unique, sometimes funny, and common sense look at the place where marketing, media, and life collide.

Chris Houchens is a dynamic professional speaker who has provided keynotes & seminars for businesses and organizations worldwide at conventions, trade shows, company retreats & business meetings. His talks are centered on many aspects of marketing, advertising, branding, social media, sales leadership, and customer service.

Read Chris's blog and find out more about his writing and speaking at ChrisHouchens.com or connect with Chris at [twitter.com/shotgunconcepts](https://twitter.com/shotgunconcepts) or at [facebook.com/shotgunconcepts](https://facebook.com/shotgunconcepts)

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Advertising/Marketing, Business Services, Public Relations and Communications

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## **Topics**

Branding, Advertising, Marketing, Sales, Media

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## **Affiliations**

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## Sample Talks

### Top-of-Mind Branding | Developing a Winning Brand Strategy

Unfortunately, the concept of “branding”™ has been diluted into meaningless business jargon. However, your brand is your organization’s most important asset. This session focuses on the importance of developing and maintaining a brand for marketing supremacy.

- What a brand is (and is not)
  - How branding fits into an overall marketing strategy
  - The 3 essential elements in brand strategy
  - Developing a brand online and in social media
  - Tracking and evaluating the ROI of branding efforts
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## Past Talks

### Healthcare Marketing 101

APMA Young Physicians Institute

### Fundamentals of Marketing a Non-Profit Organization

Datafutures Carescope UGM10

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## Testimonials

### Leigh A. Woeller

Can’t thank you enough for your phenomenal presentation at our annual convention. The information contained in your presentation was the most “usable” information our franchisees received this year! Most importantly, your presentation was not a sales pitch—it was practical, excellent information delivered in an entertaining, informative way. Time after time, our post convention survey forms listed you as one of the biggest highlights of the week. Thanks again Chris!!!

### Joanne Schechte

Our Executive Directors thought your presentation was outstanding and you successfully taught them so many important tools and ideas. So thank you for putting together a great seminar.

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