

# **Dave Kerpen**

**CEO at Likeable Media**

New York, NY, US

Who Loves Ya, Baby? Step up from the crowd in the rough and tumble world of social media marketing with the likeability factor!

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## **Biography**

Dave Kerpen is the founder and CEO of Likeable Local, a social media software solution for small businesses. Dave is also the co-founder and former CEO of Likeable Media, an award-winning social media and word-of-mouth marketing firm with triple digit revenue growth for 4 consecutive years. Dave and his wife and COO Carrie have transformed theKBuzz (founded in 2006) into Likeable, 1 of Facebook's Top 65 Preferred Developer Consultants as well as the only 3-time WOMMY Award winner for excellence from the Word of Mouth Marketing Association (WOMMA).

Dave has been featured on CNBC's "On the Money", ABC World News Tonight, the CBS Early Show, the New York Times, and countless blogs. Within the past year, Dave has spoken at dozens of social media related conferences and webinars for organizations such as WOMMA and the American Marketing Association.

Dave is backed by a team of social media thought leaders who collectively have managed over 250 accounts on Facebook and other social networks, for brands such as Verizon FiOS, 1-800 Flowers.com, Neutrogena, Uno Chicago Grill, The Pampered Chef, and Heineken. Dave's book, a New York Times Best Seller, is "Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook and other social networks."

Dave is proud of his Likeable business accomplishments but prouder of Charlotte and Kate, his two daughters at home in New York.

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## **Availability**

Keynote, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Social Media, Media - Online, Business Services, Advertising/Marketing

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## **Areas of Expertise**

Becoming More Likeable With Social Media, Social Media Marketing, Buzz & Viral Marketing Strategies, Word of Mouth Marketing, Customer Engagement & Retention, Innovations in Social Media Marketing, Social and E-Commerce, Digital Media Marketing, Brand Development & Marketing

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## **Affiliations**

Likeable Media, Likeable Tu, Likeable Istanbul, Likeable Russia

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## **Sample Talks**

### **Using Social Media to Make Your Organization More Likeable**

Are you using social media the right way in order to grow your brand? By following Dave Kerpen's 18 ways to succeed, your brand can become irresistible in the social media space. Based on his new book "Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& other social networks)" Dave will present how brands can thrive by using social media. You will learn the best ways to use each of the social networks, business success stories, and find out how to apply Dave's advice to your brand.

### **How to Establish a Brand Personality Through Social Media**

Thanks to social media platforms like Facebook, Twitter, and Foursquare, it's easier than ever for consumers to share their experiences and endorsements with friends and followers. Dave Kerpen, the CEO of Likeable Media and author of the New York Times bestseller Likeable Social Media, will show how to make word of mouth marketing work for you online. Learn how to create a voice for your brand, listen and respond to your audience, and deliver engaging content through social media.

### **Is There Room for New Social Media Players?**

Although there are thousands of social networking services, the landscape is dominated by a small handful of players: Facebook, Twitter, LinkedIn and perhaps Google+. The question is whether there is room my new entrants. What would it take for a new player to establish a strong foothold? And what should brands do when a new service appears on the scene? Join Dave as he provides insight into the competitive social media landscape.

### **Using Social to Humanize the Brand**

Developing a way to humanize social media efforts is essential for a brand's success in social. While technology helps the process, humanizing a brand also depends on people, and so it's crucial to get the balance between technology and humans right. Likeable CEO Dave Kerpen will explain the importance of humanized brands, give examples of platforms that help scale human engagement, and show best practices for combining technology and humans to make the most of social media.

### **Social Media: Do or Die!**

Social and digital media can help you market and sell your product or service; find and retain clients; and recruit top talent – if you've got a plan. In this session, learn and understand not only the tactics of "creating a page" but also the strategy, measurements, and ROI behind successful companies using social media in both the B2C and B2B realms. Dave Kerpen will share how they're doing it, and help solve your challenges and sticking points so that you can succeed as well.

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## **Event Appearances**

### **Why It Pays To Be Likeable**

Social Media Conference 2012

### **Is There Room for New Social Media Players?**

Mesh Marketing Conference

**Book Signing**

SXSW Interactive 2012

**Likeable Social Media**

SXSW Interactive 2012

**Likeable Social Media Strategies**

Red10 Social Media Fest

**The Art of Community Management**

Social Fresh Atlanta

**How to Establish a Brand Personality Through Social Media**

Social Media Marketing Boot Camp

**KEYNOTE SPEECH: Using Social to Humanize the Brand**

OMMA Global San Francisco 2012

**Why It Pays to Be Likeable**

The Social Media Society & The Art Directors Club Speaker Series

**How to Use Social Media to Make Your Organization More Likeable**

Wharton Club of New York Speaker Series

**KEYNOTE SPEECH – Digital PR: Why It Pays to Be Likeable**

PR News' Digital PR Next Practices Summit

**KEYNOTE SPEECH: Why it Pays for Retailers to be Likeable**

Retail Customer Experience Executive Summit

**KEYNOTE SPEECH**

2nd Annual FMC Summer Social Media Boot Camp

**Case Studies Panel**

Awareness Exploring Social Media Business Summit

**How to be amazing in social media**

Word of Mouth Crash Course Conference

**Why It Pays to Be Likeable on Facebook**

Social Media Success Summit 2012

**Why it pays to be Likeable**

GCC Government Social Media Summit

**Panel Moderator: Strategic Social Media for Business**  
ACG Boston Fall Conference 2011

**Why It Pays To Be Likeable**  
TEDxSetonHall

**Using Facebook to Delight Customers and Create an Irresistible Brand**  
WOMMA School of WOM Conference

**KEYNOTE INTRODUCTORY & CLOSING ADDRESS**  
Likeable U Class of 2012: Beyond the Buzz!

**Social Media: Do or Die!**  
Inc. 500|5000 Conference & Awards Ceremony

**9 Likeable Strategies for Facebook Success**  
Facebook Success Summit 2012

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## **Education**

**Boston University**  
BS and BA Education & Psychology

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## **Accomplishments**

### **New York Times Best Selling Author**

Dave's book "Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)" reached the NY Times Best Sellers list in June 2011.

### **USA Today Money Best Seller**

Dave's book "Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)" was published to USA Today Money Best Sellers list.

### **Chief Executive Officer – Likeable Media**

Likeable Media is an award-winning full-service social media leveraging and word of mouth marketing firm with 200+ clients. After an in-depth analysis of your organization and brand, we'll build you a roadmap for your social media success and full integration of social media into your existing communication plans, along with the tools to help get you there and achieve maximum business results.

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## **Testimonials**

**Jason Keath**

"Dave consistently brings takeaways that are easy to consume and very actionable for any size business to leave his presentations and know what they can do to improve their business."

**Natale Raimo**

"Dave Kerpen paints a clear picture of how social media has changed the way consumers make decisions and the strategic ways businesses can utilize all that social media has to offer."

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