

# **Julie Niehoff**

**Speaker, Author, Marketing Leader, Educator, Small Business & Nonprofit Advocate at Distance Learning Media, LLC**

Austin, TX, US

Speaker, writer and marketing strategist with more than 20 years in small business & nonprofit education

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Julie Niehoff is a celebrated keynote speaker and workshop facilitator, often praised for an authentic, approachable presentation style. Julie finds the words to empower her audience with knowledge, building confidence - even if the discussion or topic is complicated, she breaks complicated topics down into easy-to-understand pieces, keeping participants motivated and inspired.

Julie has personally facilitated seminars and small discussion groups for more than 120K small business and nonprofit professionals across the US, in Canada and the UK. She speaks at major industry events as well as smaller conferences and workshops

Julie was named a top Small Business Influencer in 2011 by Small Business Trends and Small Biz Technology. Formerly Director of Education for email marketing giant Constant Contact for ten years, Julie not only understands the needs and challenges of smaller organizations, she also knows how to reach this elusive demographic and has helps larger, more established corporations reach, speak to and serve them.

She is a co-founder and CMO of Distance Learning Media in Austin, Texas, founded of Small Biz Camps, is Host of The Easy Marketing Guide with Julie Niehoff [podcast], a weekly mixed-format audio program featuring influencer interviews, success stories, practical, real-world marketing advice for small businesses, franchise and nonprofit organizations.

With more than 20 years both speaking and teaching, Julie has significant industry experience in a number of market segments; including small business, nonprofits, travel and tourism, the meetings industry, SaaS sales and business development, publishing, hospitality, travel and tourism, restaurant, franchise, education, municipalities, chambers of commerce, CVBs and SBDCs, real estate, financial planning, legal services, consulting and training, staffing, music and the arts.

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

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Public Relations and Communications, Non-Profit/Charitable, Direct Marketing, Music, Advertising/Marketing, Hotels and Resorts, Business Services, Hospitality, Social Media, Information Technology and Services

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Online Marketing, Community Outreach, Marketing for Non-Profits, Social Media Marketing, Marketing Strategy, Tourism & Hospitality, Destination Marketing, Event Marketing, Meetings Industry, Association Management

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Texas Association of Nonprofit Organizations, The Center for Nonprofit Studies at ACC, Association of Fundraising Professionals, Meeting Professionals International, Boys and Girls Club of Austin Area, Austin Independent Business Alliance, Austin Chamber of Commerce

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### **Engagement Tools Aren't People: Authentic Relationships Still Matter**

Building lasting relationships with existing customers and members drives business success. Making that happen is called “Engagement Marketing.” The session will feature models of how other small businesses, nonprofits, associations, and organizations combine email marketing and social media marketing to build authentic connections, monitor feedback, share interesting content and drive toward business success.

### **Embrace Facebook Changes - They're Actually Pretty Great!**

This session will include strategies and practices for working Facebook into your marketing efforts. We will look at examples of how others are using Facebook to grow their businesses and organizations. We will talk about how to manage your messages and posts for maximum impact, what works and what doesn't. Participants will gain insight into the best way to manage a social campaign on Facebook, offering discounts, downloads and other content to generate real engagement with fans & customers.

### **Event Marketing Tactics for Higher Attendance, Increased Engagement and Greater Reach**

This session provides guidance and insight into what works and what doesn't when you are trying to host successful events. Whether your events are large or small, you can follow some simple steps that help to drive attendance up, increase engagement of participants and improve the overall experience as an event planner. We will look at some successful event management plans and ways to incorporate social media tools to increase awareness and revenue as well.

### **Grow Your Business By Hosting Events (Without Headaches)**

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you'll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

### **Social Media Has Changed - Have You?**

This information-packed seminar will review the essential strategies and best practices a business or organization should understand in order to successfully get started with social media marketing. You will learn what social media marketing really is and why it's important, various social media networks and tools: how they interact, ways to leverage their strengths, and how to evaluate them for best use for your business or organization.

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### **Scale Your Business - Start Now!**

Small Biz Camp

### **The Role of Local Business in Austin's Rapid Growth**

The Indy Awards hosted by Austin Independent Business Alliance

### **Negotiate Like A Boss**

Women's Business Retreat

### **Social Media Marketing Made Simple**

Small Business Development Event

## **Winning The Engagement Battle**

Next Best Thing at SXSW

## **Email & Social Media for Small Organizations**

Small Business Symposium

## **15 Bad Ideas at Networking Events**

Network in Austin Speaker Series

## **Authenticity Marketing & Social Media**

Small Business Social Media Bootcamp

## **Make Your Social Media Meaningful**

Social Media Circus

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## **University of Texas at Austin**

Vocal Performance Music

## **Harvard Extension School**

Masters in Management Marketing

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## **Director of Education – Constant Contact**

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Launched in 1998, Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships. Today, more than 500,000 customers from all types of small businesses and organizations use Constant Contact for Email Marketing, Event Marketing, Online Surveys, and Social Media Marketing.

## **Vice Chair, Membership, Outreach & Communications – Texas Association of Nonprofit Organizations**

The Texas Association of Nonprofit Organizations (TANO) is the statewide association reflecting and promoting Texas' growing nonprofit community in all its diversity. Envisioning a Texas Nonprofit Sector that works to be among the healthiest and most vibrant in the nation, TANO's focus is every nonprofit entity within our state no matter its size or budget, urban or rural location. Our mission is to connect, strengthen and support the nonprofit community for the public good of Texas.

## **Marketing Communications Committee – Association of Fundraising Professionals**

Julie is a member of the Marketing Communications Committee for the Association of Fundraising Professionals, which represents more than 30,000 members in 230 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

### **Recipient – 2011 Small Business Influencer Award**

In 2011, the Small Business Influencer Awards recognized the work of Julie with an Honorable Mention. The Small Business Influencer Awards honor companies, organizations, apps and people who have made a significant impact on the North American small business market.

### **Creator of the Destination Business System for CVBs**

While with the Dallas CVB, Julie was responsible for a complete overhaul of the city's web presence. In the process, she designed a cloud-based on-demand marketing system that managed all website content, convention sales materials and data, destination marketing materials and managed email marketing, online survey and event registration. From there, Niehoff and partners worked with a local programming firm to install the system in more than a dozen Tier 1 destinations around the globe.

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### **Barry Silverberg**

Julie is a clear speaking, to the point, enthusiastic, genuine and compelling presenter. Her ability to communicate her subject to people who may not know it's value, or fear social media, is nothing short of amazing. Her contagious spirit grabs the audience and relaxes the fears and leaves one fully engaged. To listen to and watch her is to be in the presence of a social media wizard. She makes it all seem effortless, even as she integrates her considerable knowledge of the nonprofit sector and nonprofit professionals' needs and interests with the seemingly magical tools she describes. To be in Julie's audience is to be caught up in the sense of possibilities; which she expertly helps one to transform into reality. The real deal!

### **Elijah May**

I was taken aback the first time I heard Julie Niehoff speak. I had been in PR and marketing for over 10 years at the time, and it was the best presentation I had ever heard. I had only just begun my own public speaking career, but I knew immediately that I had a lot to learn and I would be lucky to learn it from Julie. I have since had the great fortune to call Julie and friend and mentor, but I am still in awe of her captivating authenticity and the ease with which she communicates the most complicated and often misunderstood aspects of small business and nonprofit marketing.

### **Kay Eynatten**

“I have heard some of the best public speakers around, from politicians to motivational speakers to corporate leaders, and I have never heard anyone who has captured an audience as completely and effortlessly as Julie. She makes her points clear, she does it with humor and motivation, and she makes the time absolutely fly. If you’re looking for someone to stir a crowd, challenge their minds yet provide paths to the answers and get their creativity flowing, Julie can fill the bill better than anyone I know.”

### **Annissa Starnes, IOM**

“Julie is an entertaining public speaker that has the ability to share educational content while keeping every audience member engaged. She is an excellent content creator and is an expert on all things online marketing for businesses of all sizes.”

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