

# **Scott Stratten**

**President & CEO at UnMarketing**

Oakville, ON, CA

Best-selling author and Forbes.com Top 5 Media Influencer with expertise in Viral, Social, and Authentic Marketing.

---

## **Biography**

Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing which he calls Un-Marketing. It's all about positioning yourself as a trusted expert in front of your target market, so when they have the need, they choose you.

Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business as well as a recent inductee into their Business Hall Of Fame, he has been running his "UnAgency" for a decade, which has become the place companies like PepsiCo, Adobe, Red Cross, Cirque du Soleil and Fidelity Investments come to when they need help guiding their way through the viral/social media and relationship marketing landscape.

He now has over 125,000 people follow his daily rantings on Twitter and was just named one of the top 10 social media influencers in the world on Forbes.com.

His book "UnMarketing: Stop Marketing. Start Engaging" became a national best-seller before it was released, and recently a Globe and Mail #1 Business best-seller, National Post, Amazon.com, Amazon.ca and Amazon UK best-seller. It was also just named one of the top business books of the year by 1-800-CEO READ and one of the top 10 books by Under30CEO.com.

His passion comes out most when speaking on stage, preaching engagement and becoming one of the most sought-out speakers on the subject.

His clients' viral marketing videos have been viewed over 60 million times and he's recently appeared in the Wall Street Journal, Huffington Post, USA Today, Entrepreneur Magazine, CNN.com, Inc.com and Fast Company and was just named one of "America's 10 Marketing Gurus" by Business Review USA.

In the past year, Scott has keynoted conferences non-stop around the world on the topics of engagement, social media and UnMarketing. B2B, B2C, Government, Non-Profit, Associations, from tech audiences in New Delhi, India to tourism pros in the Yukon, his job is to engage, inspire and help focus your audience towards better business.

---

## **Availability**

Keynote, Panelist, Workshop, Author Appearance

---

## **Industry Expertise**

Advertising/Marketing, Media - Online, Professional Training and Coaching, Corporate Training, Public Relations and Communications, Direct Marketing, Training and Development, Internet, Social Media, Media Production

---

## **Areas of Expertise**

Engagement 2.0, Social Currency, Viral Marketing 2.0, Brand Marketing, Unmarketing - Stop Marketing. Start Engaging

---

## **Sample Talks**

### **Engagement 2.0**

Sales, marketing and customer service has changed incredibly over the past few years and engagement is king. It's not "if" you're customers are talking online, it's "how often" and "where". This session walks the audience through the landscape of online engagement both today and what's coming tomorrow. The audience will have a much clearer picture of what tools will suit their needs and which ones to ignore.

### **Social Currency**

Social media isn't a fad or one or two sites, it's the way your past, present and future customers interact. Are you there with them? It's not enough to just show-up, you need to build your social currency within certain platforms online to capitalize in social media. This session walks the audience through industry specific examples of what's gone wrong, whose doing it right, and most importantly, how they can start creating social currency right away.

### **Viral Marketing 2.0**

Word of mouth is a wonderful thing, but if you're behind the times on how the word is spread, you (and your company) will be left behind. This session talks about the new way things go viral as well as what makes them work so well. It goes above and beyond the old "forwarded email" and goes over capturing momentum within social media sites like Twitter, Facebook, YouTube and social bookmarking like Digg and Reddit.

### **7 Deadly Social Sins**

Being social is good for business, most of us know that. But what happens when it isn't? Greed, lust, envy and the rest of the sins are alive and well in business and they seem to thrive when people try to engage online. This session will cover what not to do when engaging an audience, not only in social media but offline as well.

### **UnMarketing: ReThinking Engagement Online And Offline**

The tried and true ways of marketing have turned into tired and old, not to mention ineffective. The ability to build relationships has never been greater. This session covers both online and offline methods of staying in front of your target audience, and how to engage with them effectively. From social media, to traditional local events, there are proven ways to connect more than ever before and after this session you have the practical tools to implement the tactics right away.

---

## **Event Appearances**

**KEYNOTE: UnMarketing - Stop Marketing. Start Engaging**  
BOLO 2011

**KEYNOTE: Into Social Media with Scott Stratten**  
Tweetstock 4 – Spring Forward with Scott Stratten

**KEYNOTE: Social Currency**  
Social Media & Community 2.0 Strategies Conference

**Viral Marketing and Twitter: Momentum of Word of Mouth**  
Blissdom 2011

**Seven Deadly Online Marketing Sins**  
NXNE Interactive 2011

**CLOSING KEYNOTE SPEECH**  
People Report Workforce Symposium

**KEYNOTE: UnMarketing – Engaging The Web 2.0 Student & Parent**  
FinalsiteU 2012

**KEYNOTE: 7 Deadly Social Sins**  
BlogWorld & New Media Expo 2012

**Should I Self-Publish Or Get A Book Deal?**  
BlogWorld & New Media Expo

**KEYNOTE SPEECH**  
PubCon Paradise 2012

**KEYNOTE: Stop Marketing, Start Engaging!**  
B2B Marketing Forum 2012

**KEYNOTE SPEECH**  
Silverpop Amplify 2012

**KEYNOTE: UnMarketing**  
Prepaid Expo 2012

**KEYNOTE SPEECH**  
CCAIE 2012 National Conference

**KEYNOTE: Event Engagement 2.0**  
Beyond Borders 2012 Festivals & Events Annual Conference

## **KEYNOTE SPEECH**

New South Digital Marketing Conference

**KEYNOTE: UnMarketing – ReThinking Engagement Online And Offline**  
MARCOM Professional Development Annual Forum 2012

## **KEYNOTE SPEECH**

Scott Stratten – Awesome in Halifax

## **KEYNOTE SPEECH**

Canadians Connected 2012: CIRA Symposium and Annual General Meeting

## **The Business Of Awesome (and UnAwesome)**

Awesome Talks Ottawa – Scott Stratten Book Tour

## **KEYNOTE SPEECH: The Business of Awesome (and UnAwesome)**

MUFSO Super Show 2012

## **The Business of Awesome (and UnAwesome)**

Business Best Practices & Emerging Technologies Conference

## **The Business of Awesome (and UnAwesome)**

CADRE Event of Business Awesome Speaker Series

## **How Engagement and Marketing Can Build or Break Brands**

Triangle American Marketing Association Speaker Series

---

## **Accomplishments**

### **Top 10 Social Media Influencer**

Forbes.com named Scott one of the top 10 social media influencers in the world.

### **#1 Business Best-Seller**

Scott's book “UnMarketing: Stop Marketing. Start Engaging” became a national best-seller before it was released, and recently a Globe and Mail #1 Business best-seller. It was also just named one of the top business books of the year by 1-800-CEO READ and one of the top 10 books by Under30CEO.com.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)