



Samuel J Scott

Marketing speaker and The Promotion Fix columnist for The Drum

A former journalist, consultant, and director of marketing in the high-tech industry, Samuel Scott is now a global keynote marketing speaker and writer of the regular The Promotion Fix column in The Drum.

Samuel J's biography

Samuel J Scott's background

He is the only person who uses his experience in journalism and [marketing](#) to show businesses, conferences, and universities the truth of the present and future of the marketing industry as a neutral observer with nothing to sell. Samuel is a member of Toastmasters International and served as a judge of the 2019 UK Ad Association's Young Lions competition in advance of the Cannes Lions International Festival of [Creativity](#).

The Internet obtained mass adoption when Samuel was in high school. As a result, he is uniquely positioned to comment on the world both before and after the birth of the World Wide Web. Samuel remembers marketing before the Internet, but he is almost a tech native as well. Samuel understands how the two worlds are reflections of each other, and his columns and keynote addresses give frank, no-BS, and no-holds-barred talks on how marketing and communications professionals can integrate online and offline marketing.

Samuel's knowledge and experience come from his first career as a [journalist](#) and newspaper editor who then moved into marketing and communications and worked in executive agency positions, personal consulting capacities, and in-house in the high-tech world. Born and raised in the United States, he is now based out of Tel Aviv.

Samuel J's talks

- **Brand Purpose vs. Brand Hypocrisy: How Your Company Can Truly Help the World**
In this inspiring keynote, Samuel will present the wrong and right ways to do brand purpose and have responsible commerce. Some businesses do one-off commercials and think their jobs are done. Others hypocritically broadcast a message that is contradicted by their own internal company practices. The business world can do so much better. Samuel will show you how.
- **Media Planning in 2022 and Beyond: How to Integrate Online & Offline Marketing**
We are seeing the tyranny of online direct response and short-termism, both of which are hurting our long-term advertising effectiveness. Samuel uses the latest research to show that we need to get out of our bubble and rethink our approach to media planning today by integrating traditional and online channels as well as long-term and short-term strategies in the most effective ways.
- **Building a Brand is the Ultimate “Growth Hack” in B2B Marketing**
In this fun and informational keynote that can include props, Samuel will discuss Brand 101, the benefits of a strong brand, product marketing versus brand marketing, examples of good B2C and B2B branding, how to build a brand, and how to manage and measure brand equity. After all, B2B marketing is more similar to B2C than people think.
- **How companies can truly help the world**
The corporate hypocrisy of Fearless Girl does not stop there. In this keynote, Samuel will go through examples of several companies claiming to do “cause marketing” or “brand purpose” but are completely hypocritical in their own business practices. And then, he will show what everyone here can do to truly help the world instead. We should focus on real cause marketing and brand purpose — not brand hypocrisy.
- **The biggest myths in marketing**
In this speech, Samuel argues that TV and radio are not dead. People do not want to have relationships with brands. The medium itself does matter. Ad tech does not cut out expensive middlemen. There is more to marcom than short-term results. Advertising “waste” is actually a good thing. “Millennials” and other demographic segments are not useful in marketing. We cannot trust the numbers we see online because much of the Internet is fake.
- **Content is the worst word in marketing**
“Content” now refers to anything that anyone puts online for any reason. People who use the word “content” have no idea what marcom collateral they want to create and no idea how they should measure it. The word “content” means nothing precise, specific, or useful. In this speech, Samuel outlines an entirely different approach based on the traditional marcom process that very few marketers today seem to have actually studied.
- **The future trends in marketing**
Blockchain may bring transparency to ad tech. GDPR, online ad fraud, and the death of data-based marketing surveillance will bring a return of creativity. Direct response spend has moved online, but television is still the most used medium for advertising and is more effective than digital. There will be no separation between traditional and digital marketing — marketing will become integrated by being channel-neutral
- **The pros, cons and best practices in influencer marketing**
Influencer marketing has existed since 1899. In this speech, Samuel will go through history and

his own research to present the best practices that both influencers and marketers need to know. Influencer marketing can be successful for both parties as long as people remember the difference between fame and influence, the place for the tactic in the marketing funnel, and the issues with measurement and fraud

- **How marketers should respond to the next recession**

Much of the world may soon face a recession — and the first thing that companies will do is cut expenses from every department. Samuel has compiled studies and reports from the IPA in the UK and Kantar Millward Brown from the last recession to inform what marketers should do whenever the next one hits.

- **The pros, cons and best practices in DTC marketing**

Companies today have three options: selling through traditional wholesalers and retailers, through Amazon, or through their own platforms. Each has its positives and negatives – and, for marketers, there is no simple or easy choice. Based on his research, Samuel goes through the pros, cons and best practices in DTC distribution and promotion.

- **Marketing 101**

An introduction into marketing and communications that covers customer-facing research, product-market fit, segmentation, pricing, positioning, messaging, promotional tactics, media mixes, and measurement.

- **SEO**

How to get found in organic search results for relevant queries that relate to you, your product, the solutions that you provide, and the questions that you can answer as well as how to ensure stable, long-term growth without the risk of Google penalties and what website technical issues to address.

- **Marketing communications**

How to create the most effective marcom campaigns and incorporate them into your overall marketing strategy.

- **Media relations and publicity**

How to create a media relations plan from research to publication and reporter targeting to pitching stories to measuring the right metrics.