



# Tim Campbell-Smith, Speaker

*Digital Marketing Generalist, Trainer + Consultant*



226.337.4545

[tim@timcampbellstrategist.com](mailto:tim@timcampbellstrategist.com)

[www.timcampbellstrategist.com](http://www.timcampbellstrategist.com)



If you want a speaker who looks like you,  
talks like you and easily reflects your culture,  
then I'm not your speaker.

When I speak: people talk about it, well after the event.

Tim Campbell-Smith is so extroverted he puts the social back in social media. Tim's love language is local restaurants, and Time Magazine describes him as "someone we've literally never heard of." Having a passionate love affair with Pinterest, Tim's dogs, Monster and Mini describe him as "the world's greatest social media consultant" and says "he knows a lot about YouTube, and gives us treats."

Tim also felt obligated to share he's consulted for hundreds of businesses worldwide, published books in the areas of marketing and small business and completed training with honours in both Adult Education and Digital Marketing Management. He teaches at Conestoga College and York University alongside his consulting practice.

For inquiries and to book:  
[tim@timcampbellstrategist.com](mailto:tim@timcampbellstrategist.com)  
226.337.4545

## Tim's Popular Keynotes:

### From Local to Global: Grassroots Marketing

Marketing is about scaling (usually up). What can we learn about marketing at a very large scale from a very small perspective? In this talk I share humour, experience and research from a local marketing experience that's also proven to work in social media campaigns that reach millions of people.

### Everything You Want to Know Is In Your Data

Reach, impressions, click through, 2.4%, \$1.89 per click, 400% ROI, what does it all mean?! In this fun journey into data, we explore what the data means and simple strategies to interpret any of your digital marketing data. By the end of our time, participants will be able to see how everything, everything, you could want to know about your digital marketing is in your data.

### Developing Digital Marketing Strategies That Don't Suck

Overthinking new trends and ideas has got to be the one thing that slows people down in digital marketing: and we're going to simplify that. With one question, one exercise, we'll dig into how everyone can rock out their social media and grow into the businesses we want to be and run. And, it's going to be a lot of fun.





## Trainings available to businesses to like yours include

### Most popular trainings:

- Getting more followers
- Getting more sales
- Ads: Beginner to Expert
- Creating and managing content

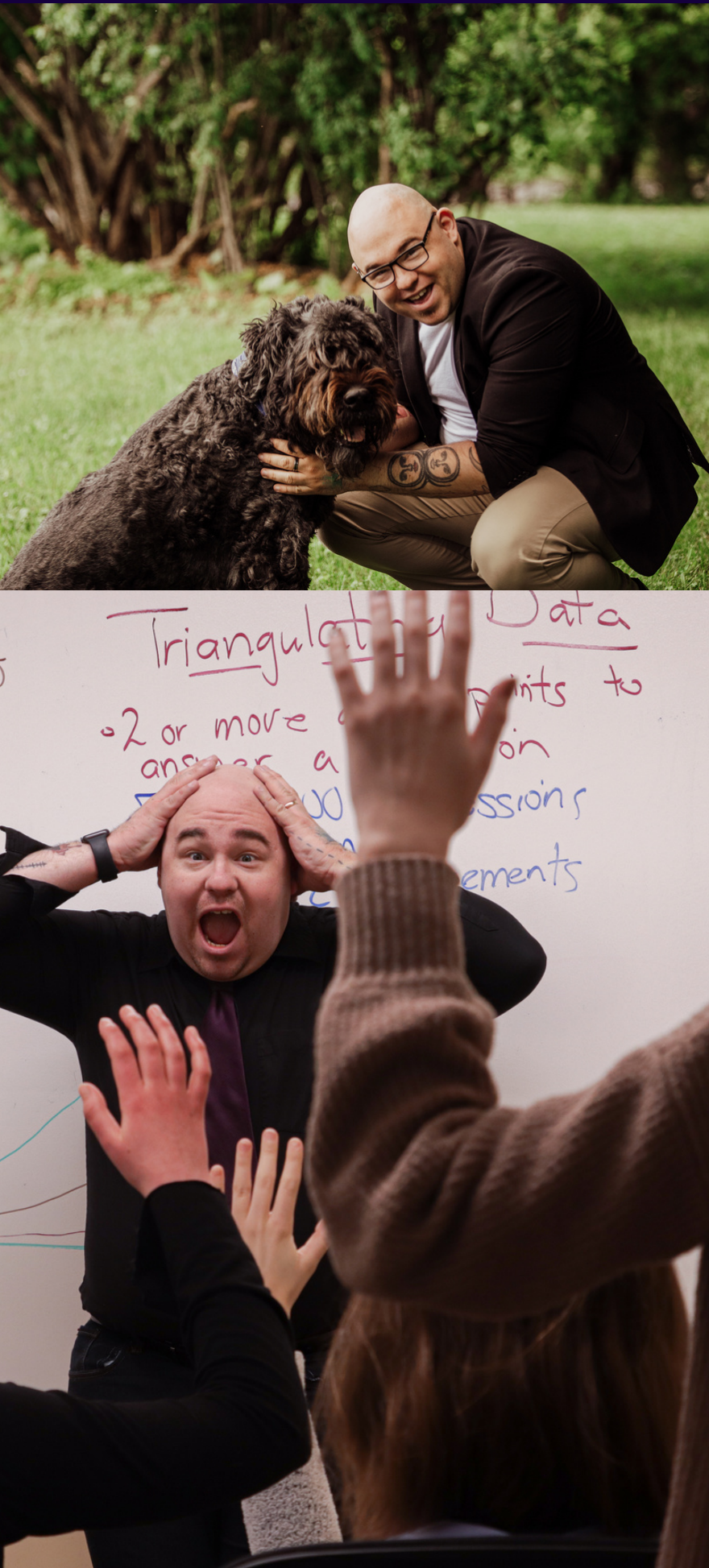
### Trainings people are curious about:

- Inclusive Social Media Practices
- Keeping up with social media changes,
- Building community,
- Fundraising with social media,
- Saving time on social media,
- Analytics, Analysis and Social Media Measurement

### Platform specific trainings:

- LinkedIn
- Facebook
- Instagram
- Twitter
- YouTube
- Pinterest
- TikTok
- Google for Business
- Email Marketing
- Website design
- Search Engine Optimization (SEO)

*Workshops can vary in length from 90 to 180 minutes in length. Inquire to customize your workshop experience.*



## Trainings available to businesses to like yours include

### Topical trainings:

- Content management,
- Diversity, Equity, Inclusion and Justice in Social Media Marketing
- Creating content that delights and converts,
- Marketing Planning for success, and
- Confidence building for selfies and videos.

### Skill building, including

- Facebook & Instagram Ads
- Analytics, Analysis and Measurement
- Marketing Fundamentals
- Designing a Digital Marketing Campaign
- Building confidence on video,
- Content planning

and so much more.

*Workshops can vary in length from 90 to 180 minutes in length. Inquire to customize your workshop experience.*

People who hire me usually want more. I usually get booked multiple times because

- A familiar face builds rapport, increases turn out and improves engagement,
- Participants usually request multiple trainings, and offering them that increases satisfaction with your team,
- We can ensure continuity of skills and knowledge,
- Deliver a continuous learning experience, and
- there's perks and benefits to you!

I'm happy to offer these incentives for multiple bookings:

- Discounted rates (dependent on what type of bookings you have),
- Free slide decks (normally an additional fee),
- Promotion of both your group and your events (where appropriate).





Tim's work by the numbers:

163

events spoken at

1000+

classes taught

169

positive reviews

20,000+

audience members.

*Tim has spoken for*

Stanford University

The Los Angeles Film School

Social Media Pro

The University of Guelph

The Christian Church (DOC)

Ontario Wedding Association

Professional Organizers of

Canada

Remax, Home Group, KW Area

Realtors

Bruce County

BACD

Various business centres and

Chambers of Commerce

*and many more!*

For inquiries and to book:

[tim@timcampbellstrategist.com](mailto:tim@timcampbellstrategist.com)

226.337.4545

Here's  
what  
people  
are  
saying:



“If you want someone who will keep the audience's attention with his wit, charm and intelligence, Tim is the person to talk to. He is an amazing person and will be an amazing speaker at your event! Contact him today, you won't regret it!” -**Trevor Wright, Wright Wealth**

"This was the first digital marketing training I didn't want to smash my head into a wall. I CANNOT wait to hear more from Tim." -**Innovation Guelph participant**

“Tim is an all-around social media expert. He provided an engaging and insightful presentation to our members with great energy and enthusiasm. He's able to connect with the audience authentically and everyone left with more information in their toolbox. We highly recommend Tim for presenting!”  
-**Guelph Chamber of Commerce**

"Tim brought a lot of great practical tips & insight on the 'Outlier Social Media Platforms' only surpassed by his infectious energy! I will definitely continue to book Tim in the future." -**Britanie, Kitchener Waterloo Association of Realtors**

For inquiries and to book:  
[tim@timcampbellstrategist.com](mailto:tim@timcampbellstrategist.com)  
226.337.4545