

# **JOHNNY CUPCAKES SPEAKING INGREDIENTS**

## **[topics covered within Johnny's presentation]**

### **APPETIZERS**

How to build brand loyalty  
Why little things = BIG results  
Disrupting your industry with fun  
Everything has been done before, what makes you different?  
Crafting unique experiences  
Customer engagement  
Brand hysteria & distinction

### **DIGITAL SNACKS**

Viral Business  
Acquiring free marketing in the digital space  
Utilizing social media  
Content marketing  
Brand culture  
Finding a way

### **TODAY'S SPECIALS**

Keeping a positive mindset  
Solving problems with creative thinking  
The art of surprise & delight  
The importance of networking  
Rolling with the punches and learning to adapt  
The value of collaborations, licensing, and partnerships

### **CROWD PLEASERS**

Creating a community of customers  
Power of pop-up shops  
Learning to delegate tasks  
The importance of packaging  
Planning a memorable launch  
GO BIG!

### **JUST DESSERTS**

Creating correlations with customers  
Word of mouth marketing  
E-commerce Growth  
Events foster real relationships  
Finding a work/life balance  
The Importance of story-telling