

# **Joe Beaulaurier**

**Principal at Whatcom Marketing**

Ferndale, WA, US

Marketing consultant, speaker, writer and trainer

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## **Biography**

For more than 20 years, Joe Beaulaurier has been helping companies sculpt and fine-tune their marketing in order to grow their businesses. His background spans selling consumers products to making boardroom presentations to C-level executives. He has held responsibility for development and profitability of several products and services and has served as marketing manager and CMO for companies ranging from storefront retail to global online service providers. He has been invited to speak at industry events and as well as providing workshops for advertising, marketing and PR agencies? staff on best practices for both them and their clients. Beaulaurier is best known for his ability to speak plainly, avoiding the typical marketing double-speak. He is able to view a business from the 30,000-foot level while paying attention to and identifying the details that matter. And, while having developed an exceptional track record as an online marketer, Beaulaurier realizes online methods sometimes should only be a small part of a company?s overall marketing strategy and will often work with more ?offline? methods before developing online channels and campaigns.

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## **Availability**

Keynote, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Social Media, Public Relations and Communications, Advertising/Marketing

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## **Areas of Expertise**

Marketing, Social Media, Public Relations

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## **Event Appearances**

**Using Press Releases to Drive Sales**  
eCommerce Summit

**Press and Public Relations Campaigns**  
PubCon

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## **Education**

## Accomplishments

### Internet radio host

In addition to being interviewed, I got the opportunity to sit on the other side of the microphone and interview many great minds in the public relations space on a weekly show on WebMaster.FM called simply, "Cover Story."

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## Testimonials

### Tanja Omeze

Joe is a consummate professional with a depth of knowledge about online PR and SEO.

### Rick Calvert

Joe understand the new dynamics of PR and press releases as good as anyone I have ever worked with. He has a tremendous network of contacts. Beyond that he is a true professional and just a friendly helpful guy.

### Bill Flitter

Joe is one of those people you always look forward to seeing at trade shows. He is a savvy marketer and a real asset. We has inspired many of the marketing programs we employ at Pheedo. Just a joy to work with.

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