

Roman Jakubowycz

Behavior Marketing Strategist, Speaker, Coach at Behavior Marketing Institute

Cleveland/Akron, Ohio Area, OH, US

Behavior Marketing Strategist, Speaker & Podcast Host

Biography

Roman Jakubowycz (pronounced: Ya-koo-BO-vitch) helps businesses develop a strong KINSHIP with their clients by focusing on a small set of very specific short term objectives that? Generate Interest Build Credibility Engage Prospects Deliver Satisfaction Encourage Loyalty This approach to marketing is grounded in an intimate understanding of consumer behavior and 19+ years of owning several businesses and studying the best practices at Fortune 500 companies. By applying a strong brand to a scientific framework Roman shows companies how to implement a marketing strategy that use the following marketing tools and tactics? Advertising Reputation Management Content Marketing Customer Service Customer Retention Roman is a founder of the Behavior Marketing Institute and a partner at National Strategic Group.

Availability

Keynote, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Internet, Advertising/Marketing, Social Media

Areas of Expertise

Behavior Marketing, Business Strategy, Online Marketing

Sample Talks

3 Consumer Trends That Are Threatening Your Loyal Client Base & Keeping New Customers From Finding Your Business

This presentation shows you why traditional marketing has become obsolete and lays out the new rules of marketing. Roman introduces you to a marketing strategy that's aligned with the 5 stages people use to build long term and profitable relationships. You'll understand how and why prospects are learning all about you before you know they exist. And finally Roman introduces you to a simple 3 Step formula that's guaranteed to grow your business and to make all of your marketing efforts a success.

Event Appearances

3 Consumer Trends That Make it Easier to Find Your Business and Encourage Customer Loyalty
Great Cleveland Dental Society - North Coast Meeting

The New Rules of Marketing Your Remodeling Business
National Association of the Remodeling Industry (NARI) Greater Cleveland General Meeting

Stop wasting time and money on marketing that doesn't work.
COSE 2012 Small Business Convention

Avoiding Three Huge Profit-Losing Pitfalls Facing Small Business
COSE 2011 Small Business Conference

Taking Your Internet Presence From Scattershot to Strategic
?Road to Success? Small Business Symposium

Education

Carnegie Mellon University - Tepper School of Business
MBA Accounting, Finance, Marketing, Strategy

Case Western Reserve University
BA & MA Political Science, Economics, History

Testimonials

Kelly Zdelar

Honestly the best class I have attended. I don't even need C.E. credits and still stayed for the whole course.

Annette Howard

We hired Roman to present to our association on social marketing. He did a great job and really made the people in attendance to feel that the whole concept was possible! They didn't talk OVER our group and answered questions beautifully! We didn't have the projector for them and they were able to scramble very calmly and get one for the evening. I don't think there is anything they couldn't handle.

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