



DOUG MORNEAU

Author, Speaker, Podcaster, Marketer, and Media Buyer

Key Focus: Helping business owners raise money, generate leads, and leverage digital marketing.

“Email is the cornerstone of our digital lives, and Doug Morneau is here to explain how to turn a humble email list into a powerful sales funnel to help broaden your reach, engage your audience, and -- of course! -- drive revenue.

Doug's book should be required reading for marketing directors, small business owners, online entrepreneurs, and anyone else searching for a proven, high-ROI method to make meaningful contact with customers.” –

Katie Schaeffer,
Chief Operating Officer of Schaeffer's
Investment Research

Doug Morneau is an author, speaker, podcaster, marketer, and media buyer specializing in sponsored email. His first book THREE BIG LIES: The Real Truth About Renting Email Lists to Generate Targeted Leads and Sales became an International Best Seller. Doug is passionate about helping his clients with marketing strategy as a media buyer, and he has helped his venture capital and investment banker clients raise in excess of \$100 million dollars in the USA. He does this by leveraging email marketing, renting/sponsoring third-party permission-based email lists, online PPC advertising, and paid influencer marketing.

In addition to helping his clients raise money and leverage digital marketing, Doug hosts the podcast Real Marketing Real Fast, where he interviews expert guests in order to help his listeners have business breakthroughs. Doug is a CrossFit and Olympic Weightlifting athlete, husband, dad, and granddad.


SUGGESTED INTRODUCTION:


Today's guest is Doug Morneau, an author, speaker, marketing expert, media buyer, and host of the podcast Real Marketing Real Fast. Doug specializes in sponsored email, and his book THREE BIG LIES: The Real Truth About Renting Email Lists to Generate Targeted Leads and Sales became an International Best Seller. Doug is passionate about helping his clients with marketing strategy as a media buyer, and he has helped his venture capital and investment banker clients raise in excess of \$100 million dollars in the USA. Welcome to the show, Doug!


INTERVIEW TOPICS:


- Successfully leveraging email marketing
- Lead generation for raising private equity
- Scaling sales 400% in a down market
- Integrated media plans vs the shiny new object


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