



# DOUG LEVY

Doug Levy is co-author of *Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results*, to be published by Penguin Portfolio in March 2013, and founder and CEO of MEplusYOU, a strategic and creative agency.

Doug believes that businesses can outperform their competitors by building more authentic customer relationships. He sees marketing as a powerful but largely untapped force, undermined by the prevalent orientation of persuasion.

Through his agency's work and speaking engagements, Doug shows companies and their leaders that the most successful marketing draws on a different mindset – an orientation around fostering authentic and sustainable relationships. Simply put, he's helping companies thrive in an environment where the winning formula has changed.

Doug and his agency have worked with numerous well-known companies such as Procter & Gamble, The Coca-Cola Company, Pizza Hut, Louisville Slugger, Dannon and MoneyGram.

## Speaking Topics

- It's Better to be Admired than Ad Mired
- Indifference is Expensive. Hostility is Unaffordable. Trust is Priceless.
- Purpose-based Marketing Trumps Cause Marketing
- Venn and the Art of Relationship Maintenance
- The Social Media Mindset
- Six Steps to Relationship Era Nirvana

## About the Book

Today's brands face an apparent choice between two evils: continuing to slash their increasingly ineffective advertising or putting blind faith in the supposedly mystical power of social media, where "likes" stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way...

We've entered the "Relationship Era," where the only path for businesses seeking long-term success is to create authentic customer relationships. Not through hip social media promotions, viral videos or blizzards of micro-targeted online ads. Those tactics, which simply disguise old ways of thinking with new technology, just don't work in the long run.

So what does work? Where do "authentic customer relationships" come from? The answers will make some leaders sigh with relief while others rip their hair out: Honesty. Transparency. Shared values. A purpose beyond profit.

It may sound like the woo-woo language of self-help books and inspirational wall posters. But as Doug shows, it's the deadly serious reality of business in the 2010s. Some companies, such as Patagonia, Panera Bread, and Krispy Kreme, have already embraced the Relationship Era and are enjoying consistent growth and profits while spending substantially less on marketing than their competitors.

Doug Levy blends powerful new research, fascinating examples and practical advice to show how any company can thrive in the Relationship Era.



**“** Doug has developed one of the most intriguing propositions I have seen. Not only was I emotionally and intellectually riveted during his remarks, but I also left and spent the next week looking for opportunities to employ the lessons I learned. I continue to implement what I have learned from him to this day. The Purpose Proposition is a next gen idea that engages the hearts and minds of employees in ways that produce extraordinary results. It also creates an attachment with customers that cannot otherwise be replicated. **”**

**Todd Furniss,**  
CEO & Managing Partner, glendonTodd Capital LLC

**“** If you seek a path for how a brand can lead and grow in the Relationship Era, find Doug Levy. After hearing him present, your mind and heart will have been lit, and your eyes will see differently. Purpose-inspired work rings true and authentic, and Doug shares how to deepen engagement to unleash passionate brand advocates. **”**

**Sarah Palisi Chapin,**  
CEO & Partner, Hail Merry Vegan, Gluten-free Snacks

**“** Doug offers a roadmap for my company and so many companies like us that want to keep on winning new customers and retaining existing customers. **”**

**Ron Shaich,**  
Chairman & CEO, Panera Bread

**“** The digital and social revolution has challenged even the most sophisticated marketers among us. But thankfully Doug has given us a much needed blueprint for thriving in this new relationship era of marketing. **”**

**Eric Ryan,**  
Co-founder, Method

## Contact Information

To discuss how Doug Levy can help make the outcome of your next event a success, contact Sarah Marshall at 214.224.1192, [sarah.marshall@meplusyou.com](mailto:sarah.marshall@meplusyou.com), or visit [www.cantbuymelike.com](http://www.cantbuymelike.com).

- **Facebook:** [www.facebook.com/cantbuymelike](http://www.facebook.com/cantbuymelike)
- **Twitter:** @douglevy1
- **Bio:** [about.me/douglevy](http://about.me/douglevy)