

YOUR NEXT GREAT GUEST KEN TUCKER



BIO

Ken Tucker is the founder of Changescape Web (www.changescapeweb.com). Most businesses struggle to be found online. Changescape Web builds websites that generate customers so businesses can grow and thrive. Specialties include search engine optimization, website design, reputation management, social media marketing, lead generation, and marketing automation.

Ken is a StoryBrand Certified Guide, a Master Duct Tape Marketing Certified Consultant, an Inbound Marketing Certified Professional (since 2010), and an SEO for Growth Consultant (stlouis.seoforgrowth.com).

Ken is the author of Social Media Marketing for Restaurants and co-author of Reputation Management (Marketing Guides for Small Businesses).

Ken created and taught one of the first college credit Social Media Marketing classes in the US at St. Charles Community College. He has taught a course on Content Management Systems. He serves as Co-Chair of the St. Charles County Chambers of Commerce Technology Committee.

SUGGESTED INTERVIEW TOPICS

- Social Media Marketing for Brick and Mortar businesses
- Lead Generation
- Local Search Engine Optimization
- Website Design
- Marketing Strategy

SUGGESTED INTERVIEW QUESTIONS

- How can businesses leverage their offline presence to boost their online presence?
- What are the most important strategies for local businesses to help them be found online?
- Is social media enough for small business marketing?
- What are some common website design mistakes?
- Why is reputation management so important for businesses?
- Why do businesses need an online sales funnel?

CONNECT

