

Full Speaking Topics

Mark Preston – The Digital Growth Speaker for Founders

Overview

Mark Preston delivers high-impact, founder-focused talks designed to give audiences clarity, momentum, and the confidence to scale without waste. His sessions are practical, relatable, and rooted in over two decades of real-world experience building and advising businesses - including scaling a UK-wide franchise network with zero paid advertising.

Each topic is:

- **Tailored** to your event's theme and audience needs
 - **Available in multiple formats** - keynote, workshop, panel, or fireside chat
 - **Designed for immediate impact** - with actionable takeaways founders can apply the same day
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Current Keynotes & Signature Talks

1. Scaling Your Founder-Led Business Online Without the Waste

Most founders battle through their online visibility, but few realise how much of that effort and money is quietly wasted on things that never lead to growth.

Keynote Description:

In this straight-talking session, Mark Preston shows founders how to simplify digital growth, focus only on what truly drives customers, and stop wasting time, money, and energy on activities that do not deliver results. With clarity and practical insight, he helps audiences build a streamlined, focused online strategy that creates consistent customer growth.

**Core Idea:**

Growth is not about doing more; it is about doing what matters most. Founders who understand where their effort delivers real return can scale with confidence, clarity, and control.

Why It Matters Now:

In a crowded digital world where every click seems to cost more, founders cannot afford confusion. The winners are those who streamline, focus, and scale what already works instead of chasing every new trend.

Key Takeaways:

- How to identify and eliminate wasted digital activity
- The three focus points that deliver real customer growth
- Building a system that runs efficiently without constant oversight
- How to grow online while protecting your time and your margins
- Turning complexity into clarity with a repeatable digital plan

Audience Impact:

Audiences leave this session feeling clear, confident, and energised. They gain a proven framework to simplify their marketing, reclaim their time, and finally scale their business without waste or overwhelm.

2. Winning New Customers in the Age of AI Discovery

The way customers find and choose businesses online has completely changed, and founders who understand how to be discovered in this new AI landscape are the ones winning.

Keynote Description:

Mark Preston reveals how the digital discovery process now shapes customer behaviour and how founders can make their business visible, trusted, and chosen by the right people. This keynote breaks down the mystery around AI search platforms and gives audiences a clear path to attract consistent, high-quality customers through relevance and trust.

Core Idea:



Visibility alone no longer drives growth. Founders must learn how modern discovery works and position their brand to earn attention, credibility, and choice in the AI space.

Why It Matters Now:

AI platforms such as ChatGPT and Google Gemini are already influencing who gets seen first online. Founders who adapt to this shift early will secure their space in front of ready-to-buy customers, while others fade into the background.

Key Takeaways:

- How online AI discovery systems decide what customers see first
- The steps to make your brand appear where buyers are looking
- How to build trust that these systems recognise and reward
- Turning your everyday activity into discoverable signals for growth
- How to future-proof your visibility and customer flow

Audience Impact:

Attendees walk away with clarity and control over their digital visibility within AI platforms. They gain the understanding of why AI recommends them first and gives them the checklist to position their brand top of mind.

3. Connect Those Right Dots to the Right Places to Grow Your Brand

Most founders already have everything they need to grow, but they just have not connected the dots between what they do, what they say, and what their customers truly value.

Keynote Description:

In this engaging and insightful session, Mark Preston helps founders see their digital activity as one connected growth system. He shows how to link strategy, marketing, and customer experience into a single, powerful journey that builds lasting brand trust and growth momentum.

Core Idea:



Growth happens when every part of your business works together. Connecting the right dots turns random activity into a clear, repeatable system that creates customers and builds loyalty.

Why It Matters Now:

Many businesses are stuck in a cycle of disconnected marketing and inconsistent results. The future belongs to founders who align their story, systems, and customer experience into one unified growth engine.

Key Takeaways:

- How to spot and fix the gaps that silently block growth
- The power of alignment between message, marketing, and customer journey
- Turning effort into momentum through joined-up thinking
- Creating a simple, connected framework that compounds over time
- Building a brand experience customers trust and share

Audience Impact:

Audiences leave inspired to see their business in a new way. They gain a practical method to link their strategy, marketing, and customer experience, unlocking growth that feels natural, consistent, and sustainable.

Formats Available

- **Keynote:** 30–60 minutes, ideal for main stage inspiration and impact
- **Workshop:** 60–120 minutes, interactive, hands-on learning
- **Panel Discussion:** Contributing expert insight with practical depth
- **Fireside Chat / Q&A:** Informal but impactful, audience-led format

Customisation Promise

Every talk is adapted to your audience's experience level, industry, and challenges. No generic, "off-the-shelf" presentations - every session is event-specific.



Audience Impact & Outcomes

- Founders leave with *clarity* on their growth priorities
 - Attendees gain *practical frameworks* to apply immediately
 - Audiences feel *confident* they can grow without burning through resources
 - Delegates are *energised and motivated* to take focused action
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Who These Talks Are For

- Founders & co-founders beyond proof-of-concept stage
 - Startup accelerators & incubators
 - Scaleup teams ready for structured growth
 - Entrepreneurial summits & founder conferences
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Booking Details

Mark delivers talks **worldwide**, both **in-person** and **virtually**.

For tech setup requirements, see:

- **In-Person Tech Rider**
- **Virtual Talk Delivery**

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