

# DJ Sprague



## Areas of Expertise

- Advanced Marketing Strategies
- Reputation Management
- Rating & Review Strategies
- AI-Enhanced SEO Strategies
- CRO Strategies

## Gift for Your Audience



Each listener will receive a **free digital and streaming audio copy of Reputation King** to help them learn how to improve and leverage their online reputation.

## Contact Information

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**Duane “DJ” Sprague** has worked with leading brands on the client and agency side, including Kodak, Toyota, Hyundai, JD Power, and professional sports teams in the NBA, NASCAR, and MLS.

With over 35 years of experience in online and offline marketing, advertising, and PR, he helps online brands compound their growth by implementing proven online reputation management, marketing, and behavioral science principles that improve paid and organic search results, traffic, conversions, and revenue.

DJ is also the **co-author of “Reputation King: How to Become the Most Trusted Online Brand in Your Industry”** and the CMO of Shopper Approved, the world's first Diamond Cialdini Certified Agency.

He is a keynote speaker, author, podcaster, and marketing strategist.

DJ has a Master’s degree in Marketing Communications and is a **Behavioral Science** expert with certifications from the Cialdini Institute, the Online Influence Institute, the Behavioral Design Academy, the CXL Institute, and the Mindworx Academy. He is also a **certified E-commerce Marketing** expert by CXL.

DJ loves to read, hike, and travel abroad with his family.

## Learn More at:

[SHOPPERAPPROVED.COM](https://shopperapproved.com)

[REPUTATIONKING.COM](https://reputationking.com)

[TRAFFICANDCONVERSIONPODCAST.COM](https://trafficandconversionpodcast.com)