Black Box SOCIAL MEDIA

SPEAKER KIT · META ADS · AI · PERSUASION

Curt Maly

Meta Ads Strategist · Keynote Speaker · Podcast Guest

Co-Founder, Black Box Social Media · Head AI Coach, YourAd.Coach



Curt Maly is a Meta advertising strategist and co-founder of Black Box Social Media, a growth consultancy founded in 2010 with over $250M in ad spend managed. He created the BELT Method, coaches advertisers as Head AI Coach at YourAd.Coach, and has been a guest on more than a dozen business podcasts. Brands and leaders Curt has worked with, as named in event and podcast bios, include John Maxwell, Michael Hyatt, Mike Dillard and the San Antonio Spurs organization.

$250M+
ad spend managed (BBSM)

17
podcast episodes since 2014

2010
co-founded Black Box Social Media

BELT
creator of the BELT Method

Signature talks

01 · Signature keynote

Micro-Budget Meta Ads: The BELT Method

Profitable tests on a few dollars a day, built on the BELT Method: Believe, Engage, Lead, Transact. Build trust before you ask for the sale, turn strangers into buyers, and find winning audiences, offers and creative before you scale.

KEYNOTE · WORKSHOP · PODCAST

02

AI Ad Creative & Advantage+ in 2026

Use AI to produce and test creative, keep Advantage+ pointed at real buyers, not bot traffic, and keep your ad account in good standing.

KEYNOTE · PANEL · VIRTUAL SUMMIT

03

Ethical Propaganda

The persuasion principles behind high-performing ads, used to earn trust rather than manipulate, without crossing the platform's lines.

KEYNOTE · PODCAST

Story hook · The ad expert Facebook banned. As podcast hosts have told it, Facebook shut down Curt's business and personal accounts in 2015 and reinstated him on the ads platform in October 2017. Any talk can open with the ban and what it taught him about keeping ad accounts safe.

Formats

KEYNOTE (30–60 MIN) · WORKSHOP (90 MIN – FULL DAY) · PANEL · PODCAST / LIVESTREAM INTERVIEW · VIRTUAL SUMMIT / WEBINAR







Speaker bio

Curt Maly has been selling since his first job at 15, on the phones at a call center in Yutan, Nebraska. In corporate consulting he worked with clients including Apple, Microsoft and the U.S. Postal Service, then used online advertising to out-market the competition as a real estate investor in Austin. In 2010 he co-founded Black Box Social Media with Nick Bridges; the firm has since managed over $250M in ad spend for founder-led businesses, pro sports teams and bestselling authors. Brands and leaders Curt and BBSM have worked with, as named in event and podcast bios, include Dr. Susan Peirce Thompson, Mike Dillard, John Maxwell, Michael Hyatt, Ocean Robbins, Sixpack Shortcuts and the San Antonio Spurs organization. BBSM's own case studies add the Austin Toros, then the Spurs' NBA D-League team, which partnered with BBSM for a season, and *Get Rich Click!* author Marc Ostrofsky, who used BBSM for YouTube media optimization.

Curt is the creator of the BELT Method (Believe, Engage, Lead, Transact), a framework for building trust through Meta ads before asking for the sale, and he teaches it as Head AI Coach at YourAd.Coach. He has spoken at Social Media Week Austin, presented for CXL, the Scale with AI Summit and The VIP Crew, and has been a guest on shows including Hustle & Flowchart, Capitalism.com, Mike Dillard's podcast, Bacon Wrapped Business and Predictable Profits. As podcast hosts have told the story, Facebook banned Curt's accounts in 2015 and reinstated him on the ads platform in October 2017; he now teaches advertisers how to stay inside Meta's rules.

As heard on

Shows: Business Builders Intensive · Using AI at Work · Because Business is Personal · Affiliated (ClickBank) · Predictable Profits · Perfectly Mentored · Hustle & Flowchart · Capitalism.com · Bacon Wrapped Business · Mike Dillard · The Art of Paid Traffic · 17 episodes since 2014

RECENT PODCASTS

2026	**Business Builders Intensive** · Jerry Kezhaya & Dr. Laura Shwaluk · with Nick Bridges	The Trust Recession: Why Customers Don't Believe Your Marketing
2024	**Using AI at Work** · Chris Daigle, ep. 14	Using AI for Streamlined Content Creation
2023	**Because Business is Personal** · Mike Caldwell	Chatbots, Championship Belts, and Life Lessons
2021	**Affiliated (ClickBank)** · ep. 020	How to Combat Rising Facebook Ad Costs
2021	**Beyond 7 Figures / Predictable Profits** · Charles Gaudet, ep. 70	Curt Maly on the Future of Social Media Marketing & Advertising

STAGES & SUMMITS

2026	**Meta Ads Summit, The VIP Crew**	Speaker: Advantage+ and bot traffic
2024	**The World AI Summit 2024, Austin TX**	Speaker
2024	**Scale with AI Summit 2024** · GenAI University	Simple $1 Per Day Ad Strategy for Business Growth
2021	**Solopreneur LIVE 2021**	Letting Social Media Do the Hard Work
2019	**CXL webinar**	The BELT Method: The Facebook Ads strategy that works
2019	**Social Media Week Austin 2019**	Speaker
2017	**CapCon 2017 (Capitalism.com), Austin TX**	Speaker on Facebook traffic
2017	**No Excuses Summit VIII, Elite Marketing Pro**	Speaker
2013	**Internet Marketing Party, Austin TX**	Featured speaker
2012	**Austin Real Estate Networking Club (RENC)**	How to Utilize Social Media for Your Real Estate Marketing

Also featured in the **Boston Globe** and **What's Working Now**. Contributing author, Mark Victor Hansen's *Writings From the Heart*. Episode links: blackboxsocialmedia.com/speaking · Watch a session: youtu.be/jJbxFzdD8C4

BOOK CURT

Speaking inquiries

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ALSO FROM THE TEAM YOUR AD COACH