

# Katherine Salamanca

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## Marketing Coach Proposal

### Why Choose Me:

As a Marketing Coach, my goals and plans are for you and your business to prosper by; standing-out in an over-saturated sea of ventures and simultaneously attracting new clientele for you. Working very diligently to elevate your business with traditional and innovative marketing techniques is my aspiration. I have studied under Harvard & Yale Online specifically in Digital Marketing, Financial Markets, SEO & Branding. Facebook is a great organic source. I am available to teach a group-setting as well.

### Strategy:

**Create a Facebook Group:** This allows for a community of like-minded (business) people to congregate. Furthermore, it is run by you so you have control and access to the direction and the added bonus for Facebook group monetization opportunity while also collecting emails and doing passive market research. This technique will ultimately work in favor of elevating your current business.

**Grow & Engage Current Facebook Group:** If you already have a Facebook group but it is not engaging or on hiatus. I will teach you how by re-naming (re-branding) your Facebook group, changing to the banner cover photo, adding SEO keyword-friendly description and allowing lives Facebook will reward you and start recommending your group and profile to others in the suggested items

**Use your Facebook Page, Timeline, Stories & Lives:** to attract new “friends” and ultimately clients/Facebook group members. Learn which posts to share into stories. Facebook rewards the use of Lives which you can implement on your timeline, Facebook group and you can use them in both with the share button. Also, I will teach you how, where, and what to post in order to gain new organic Facebook page likes instead of paying for Ads.