

Andrea Stenberg

Social Media Strategist

Social media strategist Andrea Stenberg takes the frustration out of social media marketing and helps realtors, consultants and entrepreneurs design a social media strategy that saves time and leads to new clients.

An award-winning blogger, Andrea's experience includes:

- creating a marketing campaign that generated \$1.3 million in sales in a single year,
- growing a client's Facebook page by 361% in two months,
- being in the top 5% of most viewed profiles on LinkedIn,
- 7 years teaching at Georgian College.



Speaking Experience

Bruce Community Futures Development Corporation
Digital Behaviours Conference, Toronto
Grey Bruce Bed & Breakfast Association
Lion's Head Businesses
Meridian Credit Union
Owen Sound Business Enterprise Centre
Owen Sound & District Chamber of Commerce
Run Jane Run
Saugeen Shores Business Enterprise Centre
WIN Conference

Radio/Podcast Spots

Authority Podcast
Content Academy Podcast
Good Deeds Radio Show with Dr. Renee Sunday
Growing Bolder Radio
The Entrepreneur Way Show
Legal Marketing Launch
The Lifestyle Income Show
Monday Morning Radio Podcast
Money For Lunch Radio
Mr. Marketology Podcast
Money Talk with Melanie
Tropical Entrepreneur Podcast
The Standing O Show - Mindset & Marketing
The Unstoppable Coach

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[/in/AndreaStenberg](https://www.linkedin.com/in/AndreaStenberg)

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Testimonials

Andrea really takes the frustration out of social media marketing!"

~ Lyndsay Budgell

Andrea is very knowledgeable and patient while explaining social media to people who have little to no experience. Great for local business owners.

~ Nellie Willis

Andrea was the **featured speaker** at our **sold out** Business Women's Network Breakfast. She spoke on using LinkedIn as a business tool. All the attendees walked away with information they could use to make the most of being on LinkedIn.

~ Wendy Adams

Andrea is super! She is someone you need working the back end of your business to get you out there in the world of social media. She goes above and beyond what you would expect. I highly recommend her services.

~ Wanda Westover Broker Royal LePage RCR

Andrea delivered a very informative workshop on Using Social Media to Build Your Business. Lots of good ideas, very personable and professional. Made it seem a lot easier to get and stay connected.

~ Anne Marie Watson

Andrea provided an excellent overview of Facebook, Twitter and LinkedIn. More importantly you showed me how I could use them more effectively! Listening to her is time well spent!

~ Clinton Stredwick

Andrea was a guest expert on my Contacts2Clients training tele-seminar series. She delivered a very focused and lively presentation and provided great value to my audience. If anyone is looking for guidance on how to use LinkedIn and social media to grow their business, Andrea is the business coach to connect with!

~ Boris Mahovac, Mortgage Agent

Andrea's Course The Camera Shy Entrepreneur is just what I needed to get started with doing Video Online. It's thorough, and easy to follow and the weekly Q & A Live calls are very helpful. Anyone needing to get started with Video should definitely take this course.

~ Carlene Kelsey

Andrea was very patient when explaining social media to me. I was literally a blank slate and she made it seem so easy. I would recommend her to anyone who is looking to get their business on social media.

~Shirley Nelson

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Course Outlines

Collaboration Not Competition:

A Social Media Hack for Local Businesses

If you have a bricks & mortar business that needs to attract a local client, collaboration with other local businesses is a powerful way to explode your reach and create a winning scenario for everyone.

In this workshop you'll learn:

- Simple ways to use collaboration to grow your social media following so you can grow your business.
- How to choose collaboration partners.
- Ways to ensure everybody wins.
- What to do if somebody doesn't play fair.

LinkedIn Marketing for Local Business

LinkedIn isn't just for multinational tech giants. It can be a powerful tool for local businesses too. Don't need to sit back and passively wait for people to discover you. LinkedIn is a professional networking platform and you can rapidly grow your network with the right strategy.

In this workshop you'll learn:

- Profile hacks to increase your visibility
- How to grow your network without being overly promotional or freaking out prospects.
- Posting strategies to increase your visibility, credibility and to get prospects reaching out to you.
- The pros and cons of a paid LinkedIn account

Small Business Guide to Facebook Advertising

Facebook is the largest social network reaching just about every demographic. Although organic reach is down, Facebook advertising is still a very cost effective way to reach a local audience.

Facebook advertising can also be a frustrating proposition because there are so many options and Facebook keeps changing the rules.

In this workshop you'll learn:

- Which Facebook Ad Objectives are most effective for local businesses and which should be avoided.
- What exactly is the Facebook Pixel and why you need to be using it
- How to craft an effective Facebook ad
- What's an appropriate budget for your Facebook ads
- How to interpret the analytics of your Facebook ads to determine whether your ad is working and whether you're paying too much for conversions.
- Whether you should advertise on Instagram as well

Content Marketing Strategies for Business

Paid social advertising will rapidly grow your following and increase your leads but you still need organic (free) content. Organic content allows you to continue to nurture leads and prospects as well as to grow your following for free.

In this workshop you'll learn:

- The three types of content you should be posting
- Ways to save time with your content creation
- How to use your organic posting to generate leads
- How video helps grow your following and generates leads

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