

YOUR ONE-STOP SHOP FOR  
SOCIAL MEDIA SERVICES

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# Whispering Wind Marketing

Social Media for the Smart Business Owner



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# OLIVIA SAVARD

## MY STORY

Hello!

My name is Olivia Savard and I am the owner and founder of Whispering Wind Marketing.

After graduating from Colorado State University-Global Campus with my B.S. in Communications, I launched this business in order to work with clients on a freelance basis as their social media marketer, manager, and expert.

I have had the opportunity to work with a variety of businesses and industries ranging from Tourism Chambers to local entrepreneurs, entertainment venues, and restaurants.

I am incredibly passionate about what I do and am always looking for new opportunities to learn and contribute in this field!

# WHAT I DO

## Content Creation

I work with your brand to make sure that your social media profile is consistently filled with unique, relevant, and on-brand content!

## Community Management

Brands succeed on social media when visitors feel that there is another human on the other side of the screen therefore, I interact and engage with your customers through messages and comments on a daily basis.

## Advertising

I analyze and optimize your social media ad campaigns from ad creation/design to audience building - ensuring that your content is eye-catching and gets in front of the right people!

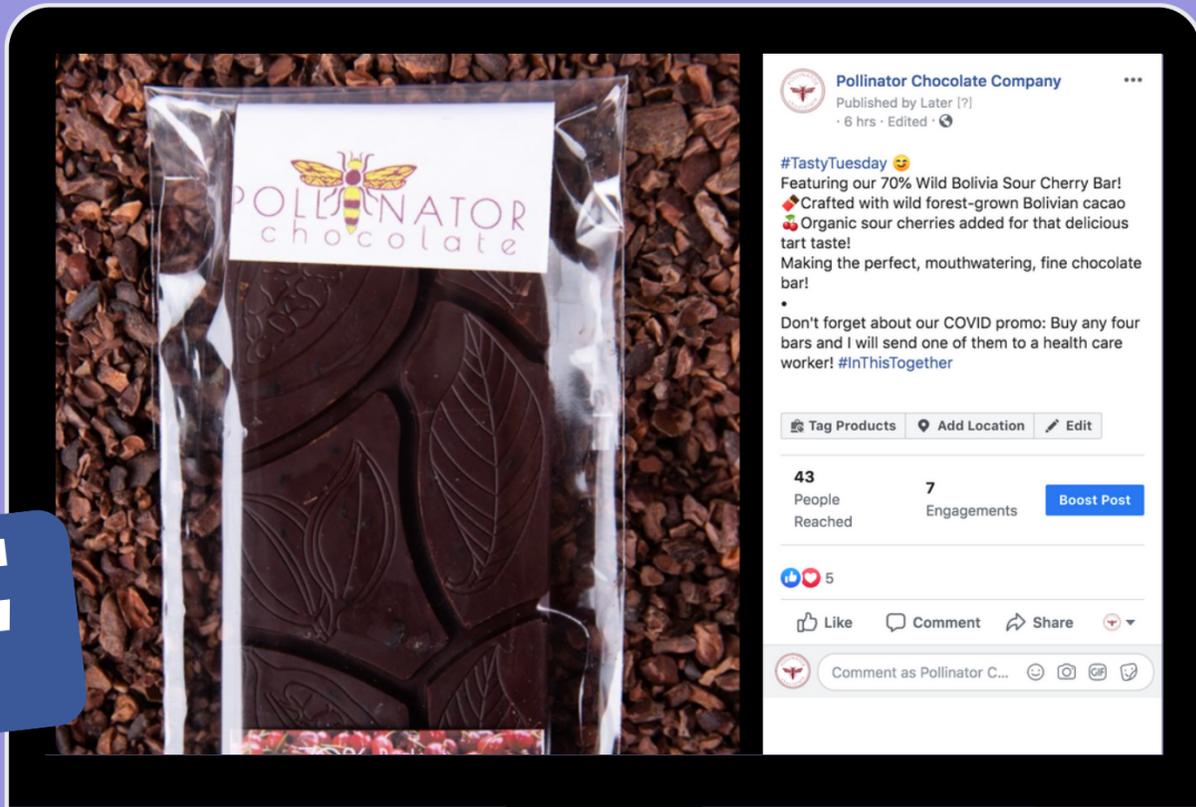


# MY PORTFOLIO

## SAMPLE WORK

The subsequent three pages showcase my social media work in the following categories:

- Content Creation
- Community Management
- Advertising

**Pollinator Chocolate Company**  
Published by Later [?]  
· 6 hrs · Edited ·

#TastyTuesday 🍫  
Featuring our 70% Wild Bolivia Sour Cherry Bar!  
🍫 Crafted with wild forest-grown Bolivian cacao  
🍒 Organic sour cherries added for that delicious tart taste!  
Making the perfect, mouthwatering, fine chocolate bar!

• Don't forget about our COVID promo: Buy any four bars and I will send one of them to a health care worker! #InThisTogether

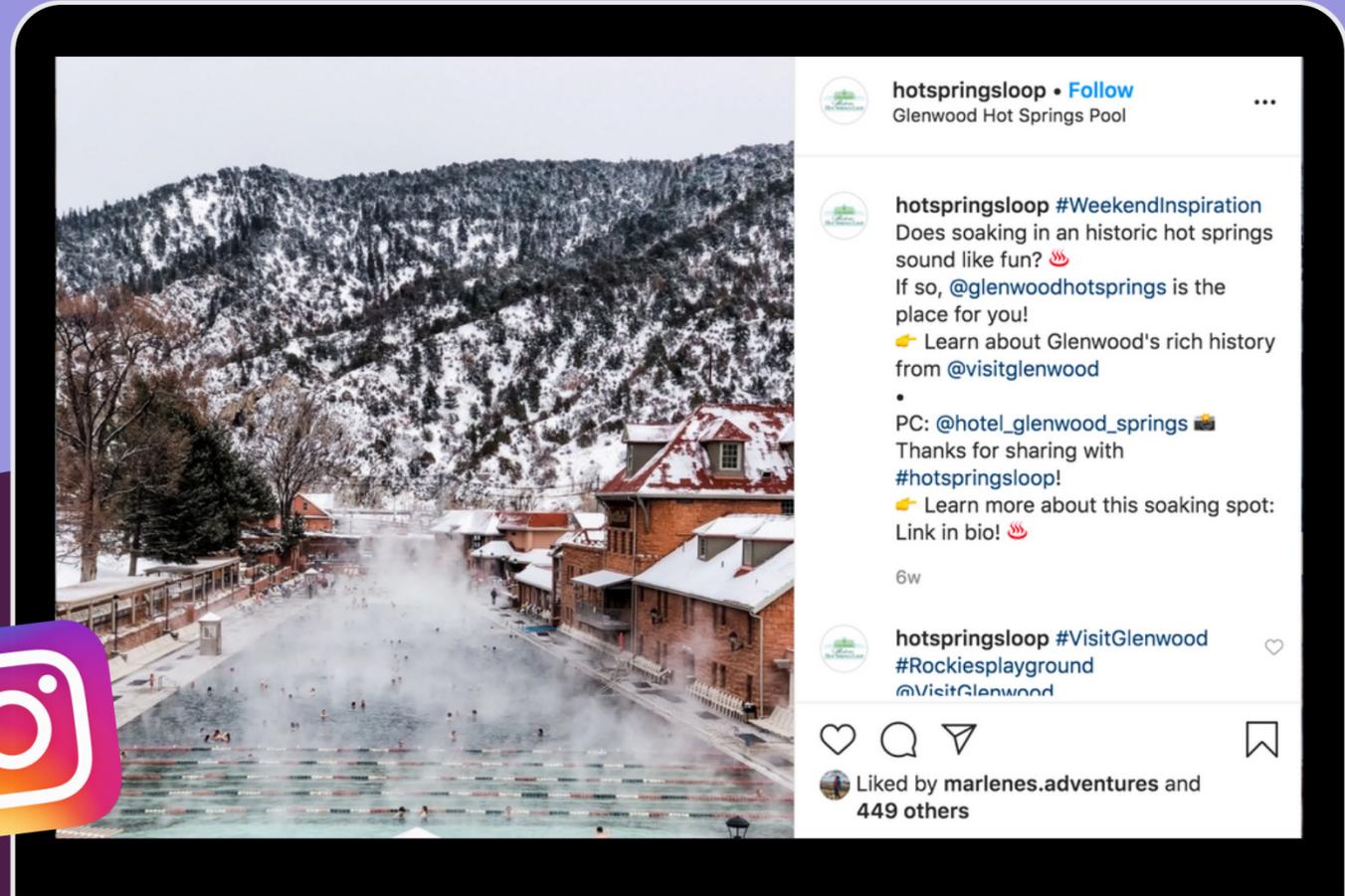
Tag Products Add Location Edit

43 People Reached 7 Engagements Boost Post

5

Like Comment Share

Comment as Pollinator C...

**hotspringsloop** • Follow  
Glenwood Hot Springs Pool

hotspringsloop #WeekendInspiration  
Does soaking in an historic hot springs sound like fun? 🍷  
If so, @glenwoodhotsprings is the place for you!  
👉 Learn about Glenwood's rich history from @visitglenwood

• PC: @hotel\_glenwood\_springs 🏠  
Thanks for sharing with #hotspringsloop!  
👉 Learn more about this soaking spot: Link in bio! 🍷

6w

hotspringsloop #VisitGlenwood #Rockiesplayground @VisitGlenwood

Liked by marlenes.adventures and 449 others




**Wilderness Aware** @WA\_Rafting · Sep 23, 2019

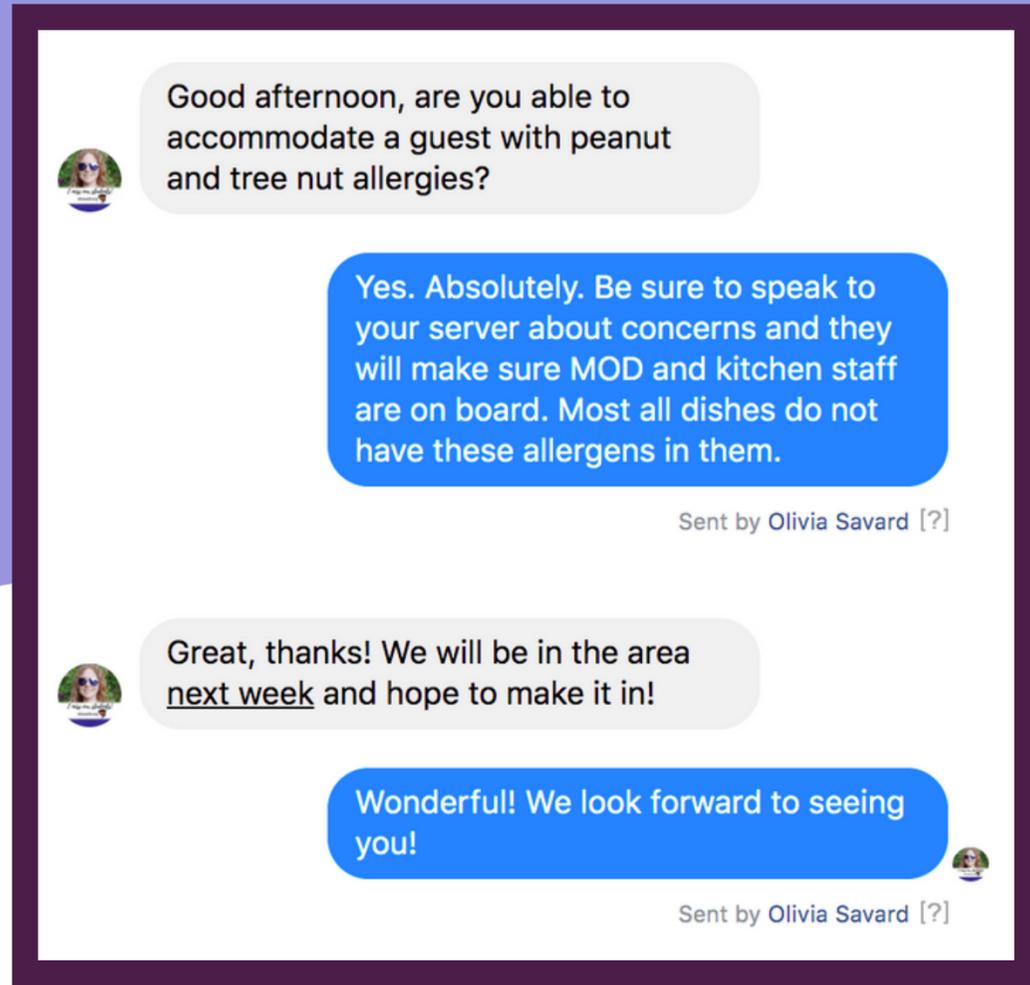
A throwback to when @theambitiousblonde came to raft with us this summer! We had SO much fun! ☀️ We would love to see your pics! Share them with us by using #InARaft! #whitewater rafting #summerfun



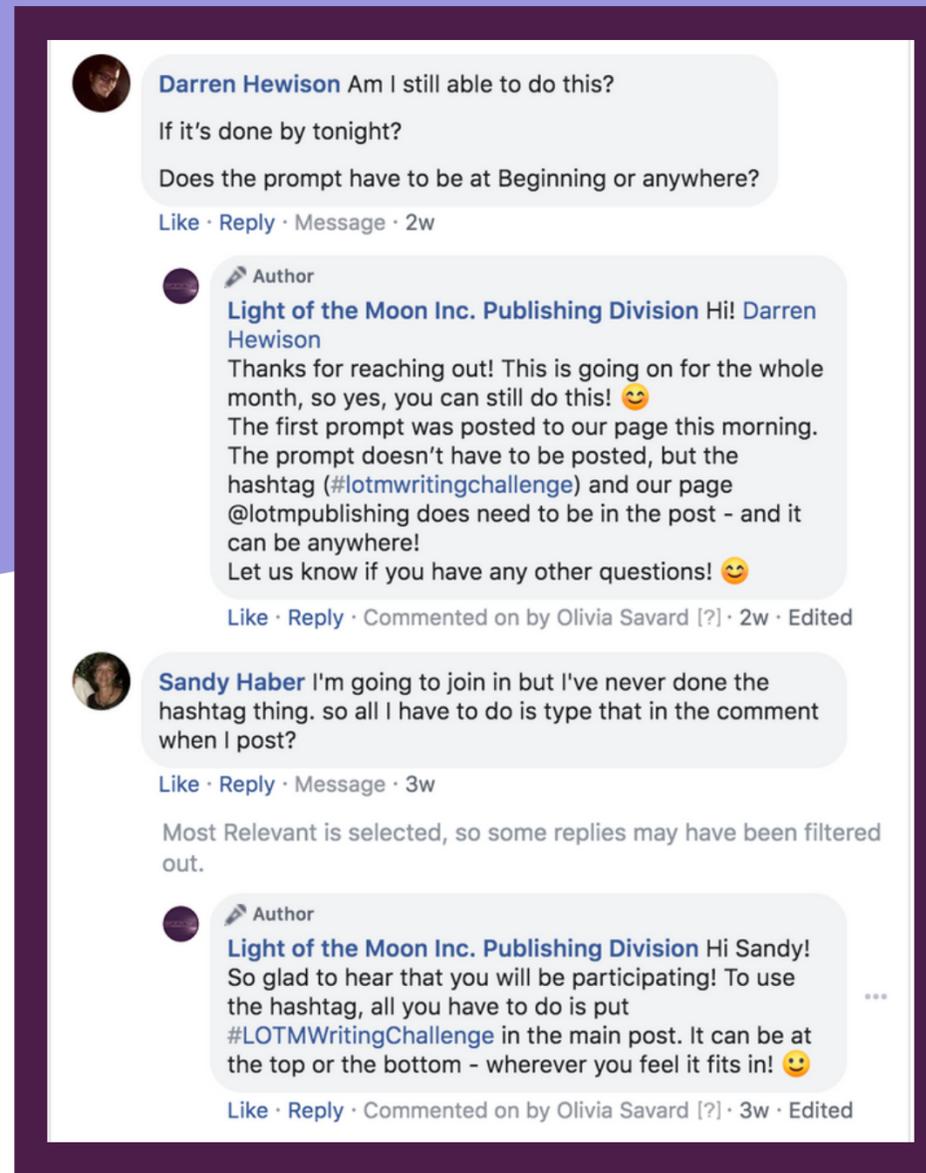
# Content Creation

All content is customized to fit each platform with business tags, hashtags, and links.

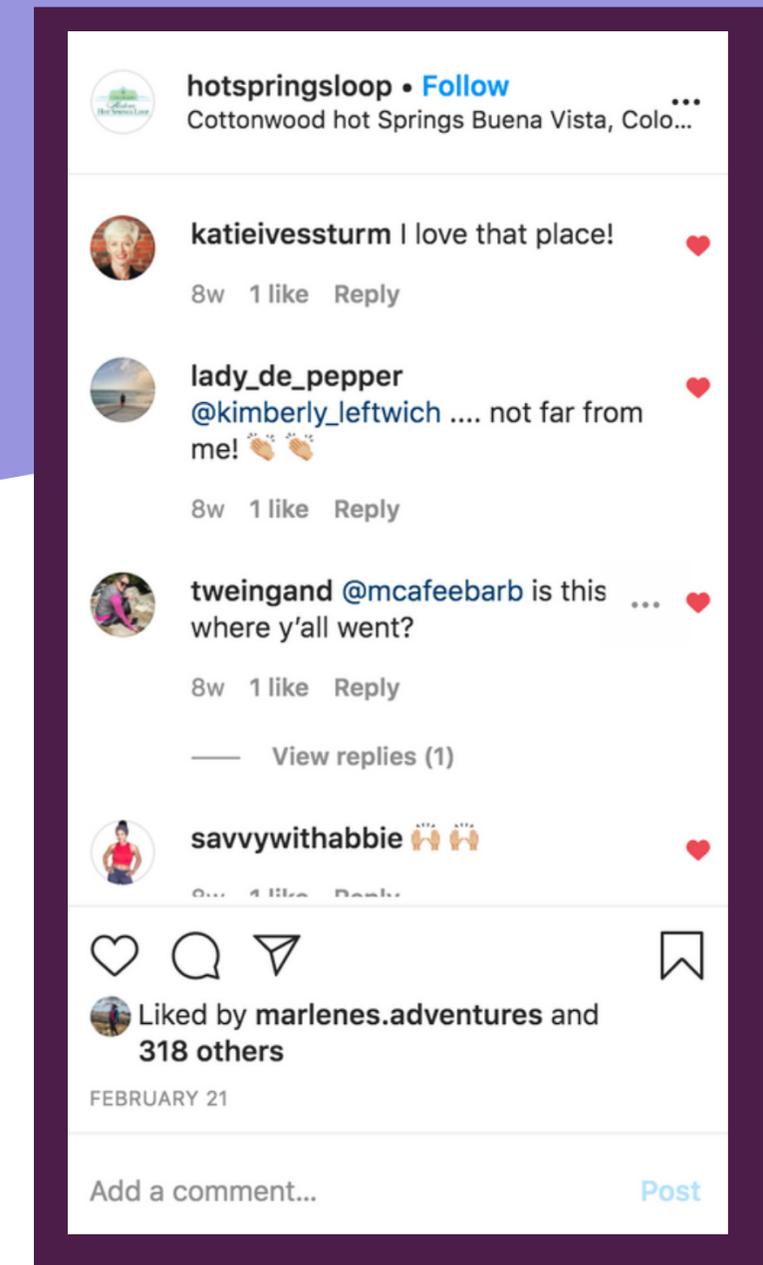
# Community Management



A private Facebook conversation with a customer on behalf of a restaurant client.

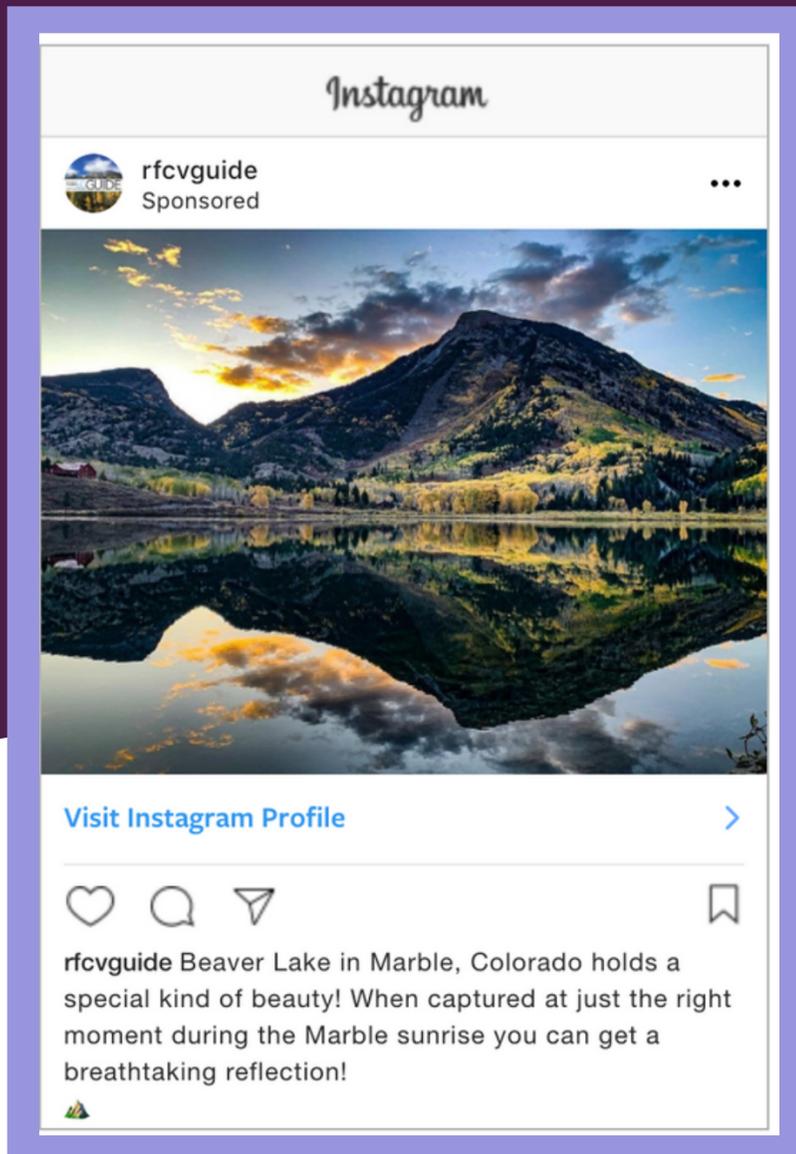


Answering questions in Facebook Comments on during a Social Media Challenge.



Liking comments made on an Instagram Post.

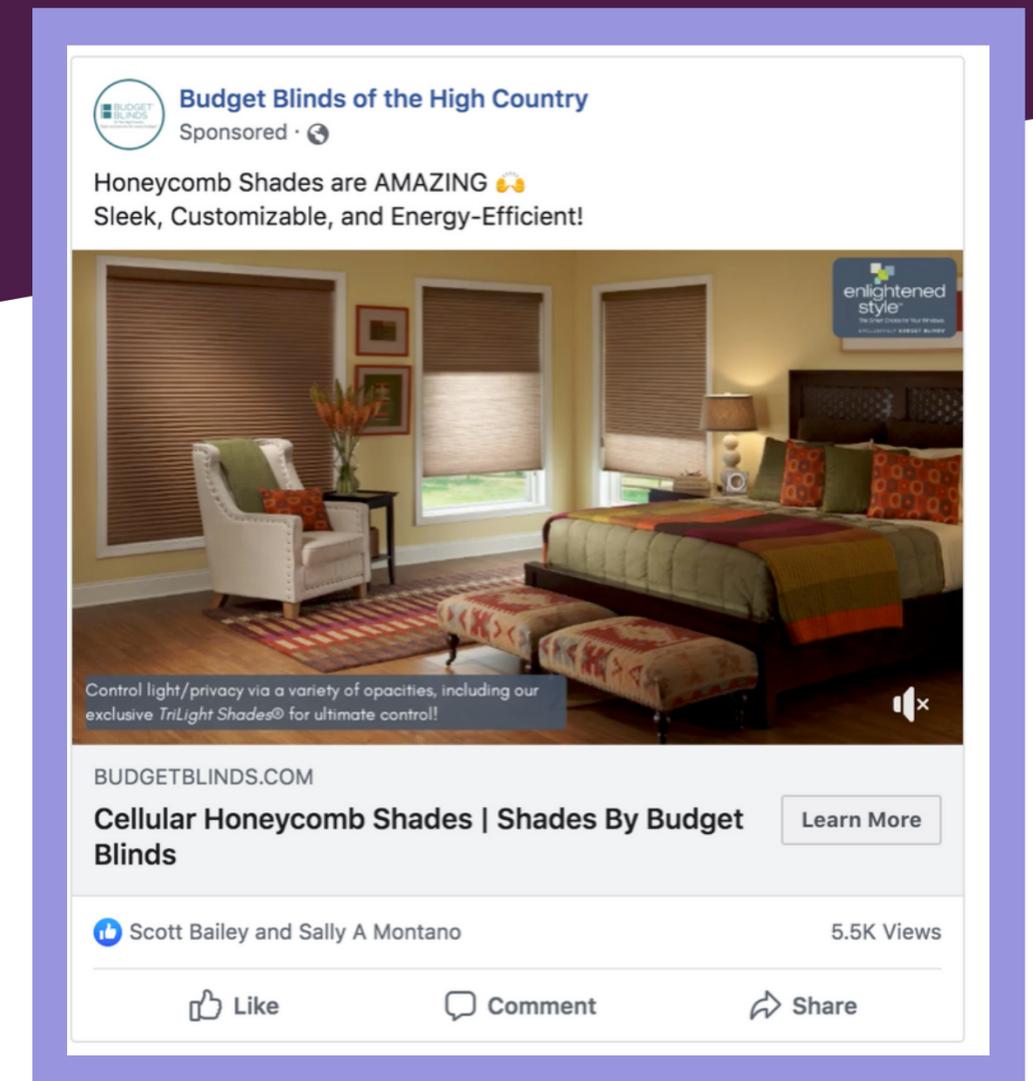
# Advertising



Goal: Photo Engagement/Profile Views  
Client: Local Tourism Guide  
Resulted in a CPC of \$0.15



Goal: Get RSVP's to an Event  
Client: Genealogist/Travel Agent  
Resulted in event responses at \$0.71



Goal: Video Views  
Client: Local Budget Blinds Franchise  
Resulted in \$0.01 per view

# NOTEWORTHY CLIENTS AND INDUSTRIES



## Travel & Tourism

Colorado Historic Hot Springs Loop  
The Roaring Fork & Crystal Valley Guide  
Wilderness Aware Rafting  
Travel Your Tree



## Restaurants/Services

Glenwood Canyon Brewpub  
Vitality Wellness Center  
Light of the Moon, Inc. Publishing Division  
Budget Blinds of the High Country



## E-Commerce

Pollinator Chocolate Company  
Rock Creek Jewelry



## Entertainment

Steve's Guitars  
Glenwood Vaudeville Revue

# WHAT I PROMISE

## Transparency

As your social media marketer, I will help you understand as much or as little as you want. It is my job to show you my success, not to hide my tactics.

## Real Growth

I will grow your social media following with real, engaged, consumers.

## 100% Dedication

My success is your success! I will work hard to ensure that your brand grows to its fullest potential on every social media platform.



# What My Clients Say

## Joe Greiner

Previous Owner of Wilderness Aware Rafting

Olivia has managed our social media accounts for the past year. She is creative and consistently creates posts. Her communication with our staff is excellent.

I highly recommend her.

## Cindy Cole

Owner of Rock Creek Jewelry

Olivia started our social media accounts and I couldn't be happier. She is organized and professional. She communicates easily and goes out of her way to meet me if I needed help with a project. I highly recommend her for your marketing needs.

## Timothy Keeney

Owner of Enduring Wild (Consulting Client)

I am a photographer looking to build an online business and I recognize that having strong social media accounts is a big part of that equation. I consulted with Olivia at Whispering Wind Marketing on two separate occasions and found her to be not only an expert in her field, but also down-to-earth and willing to take the time to listen to my ideas/questions. My time with Olivia provided me with a list of actionable items to help increase my online presence and engagement with potential customers.

I'd definitely recommend Whispering Wind to anyone looking for assistance with their social media needs.

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READY TO WORK  
TOGETHER?

LET'S TALK!