

GRETA OLIVER CONSULTING
COMMUNICATIONS AUDIT

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I. Executive Summary

Transitional times often prove to be the hardest to move through seamlessly and successfully. However, transitional times can show someone who they truly are and how they want to grow within their lives. Oftentimes, help with transitional events, especially within professional landscapes, are hard to find and extremely costly. Great Oliver is hoping to change that.

Greta Oliver Consulting is a hands-on consulting business dedicated to preparing and teaching people how to be successful in educational, professional and personal transitions. Greta Oliver, Ph.D., serves to train and advance skills surrounding student development, career coaching and leadership development amongst those facing educational or professional transition. Based in Chapel Hill, North Carolina, services include a speaker series and courses for students interested in higher education and adults in need of professional coaching. With over 25 years of experience, Oliver has authored: “College RoadMap – Essential Tips for First-Time College Students and Their Families,” published in 2021, and “Career Roadmap – Setting Yourself Up to Reach Your Career Aspirations,” recently published in March of 2023.

Oliver’s first book, “College Roadmap,” is aimed to provide first-time college students and their families with important information about application and decision processes, as well as outlining how to be successful in your first year at university. The second book, “Career Roadmap,” extends the foundation of the first book, teaching job seekers how to develop and distinguish themselves within the professional landscape.

Both of the books in the Roadmap Series have been featured on multiple Amazon Best Seller lists and have received several positive 5-star reviews. Oliver states that, “I want to help others find fulfillment in their career and ultimately in their lives.”

Greta Oliver Consulting provides various other physical and digital modes to promote and conduct her teachings. She provides individual and team counseling sessions, and has served as a keynote speaker at several different educational and professional conferences. Oliver also produces a podcast, EducateU, aimed to discuss how to be successful in higher education.

II. Introduction

Greta Oliver Consulting has various diverse digital sources that are able to promote and create excitement around the release of her second book, “Career Roadmap — Setting Yourself Up to Reach Your Career Aspirations.” Much like her promotional actions for her first book, “College Roadmap – Essential Tips For First-Time College Students and Their Families,” Oliver has mainly used her website and social media pages to inform potential consumers about the release. Oliver also uses her podcast, EducateU, where she talks with special guests on hot educational topics, in order to promote her work and reach her target audience.

III. Methodology

In order to determine the basis of our research and provide insight for Dr. Oliver and her customers, we maintained constant contact with Oliver, kept communication logs in order to record quotes and details, conducted three interviews with Oliver and recorded data in terms of book sales and reviews via Amazon.

Throughout our research, we looked at how to target the audience base that would best connect with Career Roadmap. We determined the scope of the audience and began to consider different testing on the Greta Oliver Consulting website and social media accounts. We found that before the update of the website, it lacked efficiency, fluidity and the ability to contact potential audiences and customers. After the update, we found the website much more successful; especially when considering the new links to news releases and the Amazon page to purchase the books, along with the ways to directly connect with Dr. Oliver’s social media pages.

Within our research we also conducted a SWOT analysis to target Greta Oliver Consulting’s strengths, weaknesses, opportunities and threats. All of these target research methods prepared our team to recommend different strategies in order to expand media relevance, create excitement regarding the release of Career Roadmap and increase book sales.

IV. SWOT Analysis

A. Strengths

As previously mentioned, Dr. Oliver's website had just recently been revamped after the announcement of her new book being released. Her site is now overall easy to navigate with tabs and you can now reach Dr. Oliver's social media pages unlike before where it would just redirect you to the social media's homepage. The website has also improved by immediately introducing you to who Dr. Oliver is along with her experience. Below her profile, her credibility is shown through a list of articles and news sites she has been featured in. Not only is her site very functional and visually appealing, the colors on her site make it look cohesive. She also adapted cars and streets onto her site to intertwine the idea of her books and services of "leading people to the right path."

B. Weaknesses

Since we've seen Dr. Oliver's website has completely changed and is now very direct and will attract customers and viewers, an issue that could be addressed is her social media sites. For example, her Instagram (@educateupodcast) doesn't have much activity such as likes and only has 85 followers. Along with Instagram, her Twitter only has 17 followers and will rarely even receive a like on any tweet. It seems that Dr. Oliver could do a better job advertising and promoting her page to those who read her book. Regarding the name of the Instagram and Twitter, it would make a better impact to have Dr. Oliver's name as the username rather than the podcast name.

As for her website, she doesn't seem to have any sort of way to call her. Although she still has her email I think people also enjoy being able to call a company when they are interested in working with them. Before she revamped her page, there was a tab to access her press kit and overall story however, they have now been removed and it has been moved to the front page where you purchase the books. The location of the tab is now a bit out of place and would seem to be more fit as a tab. I think people who are interested in working with Dr. Oliver would like to be able to clearly access her press kit.

C. Opportunities

While working with Dr. Oliver prior to the book being released, we discussed the opportunity of being able to preorder her book. At times some people don't specifically remember the date of a book to be released if it isn't being posted constantly or if they don't follow the person on social media so it would have served Dr. Oliver well by having a preorder option on her site. I would also suggest including the fact that she has worked at the University of North Carolina at Chapel Hill. There are several of her colleagues that have left reviews but If

she were to state that she has worked at UNC Chapel Hill as someone who helped students in this area it would add credibility to her books and convince customers to purchase it.

A small critique to add is for her shop to have better images of her tote bags and even include a professional picture for her “In it to win it videos.” Currently, her image looks like a screenshot from a video and the tote bags are also taken in bad lighting on what seems to be a couch. Customers viewing the totes would be more likely to purchase them if they were higher quality. In addition, I think there should be images with models wearing the totes, particularly teenagers and young adults, in order to show what audience she's catering to.

Creating a TikTok page where she gives out tips and hacks for college as a professional with over 25 years would gain traction among the website that is catered to 18-25 year olds. This would lead to more traction across all social medias as well as more clicks to her Amazon page to buy the books.

D. Threats

Although Dr. Oliver has a long history of advising others and helping them during transitional journeys; it can be very difficult to sell this sort of book in this market. Students in high school and college have school advisors that are constantly there for them for any question they have so it may be difficult for her to sell a book that will guarantee this to be a needed resource for them. She has to ensure that she can differentiate herself from the counselors through her books in order to show that the book isn't just what every counselor knows or can help with.

There are several similar authors outside of Dr. Oliver writes books on similar topics. This can be seen as competition and may limit the amount of books that are bought from Dr. O. With her book being #434 on Amazon under the “Career Guides” category, there is an immense amount of customers that are more likely to pick the books higher up on the list unless they are prompted by advertisements. This could be done by promoting her books on social media like TikTok which is currently a hot platform that a lot of authors are using to expose their books.

V. Conclusions and Recommendations

Overall, Dr. Oliver has many strengths and weaknesses that she can work through by using the platforms she has already started. She can begin to post more on her social media sites and even become more open to starting a TikTok and promote her book to a set of young followers that would benefit from it. When reviewing the threats and weaknesses we have created recommendations that would help improve Dr. Oliver's approach towards how to advance her business.

In terms of promoting her media sites and her website, a weekly newsletter would be beneficial in keeping customers updated on her books and Dr. Oliver as a person. This could become a personable way to reach out to customers who are interested in the book and would help Dr. Oliver see what type of audience she is catering to. Alongside this, we would recommend having a booth set up at UNC Chapel Hill, possibly the pit or even inside the Hussman school where people are likely to stop by. This would even be an opportunity to even give some books away along with the totes in order to gain some free promotion.

Aside from the books being posted on her Instagram nearly once a week there should be more interactive ways to engage with her social media pages such as polls or even mini questionnaires/reels that would show that the book has answers that could answer questions the young professionals have. Although there are no updates as to where the EducateU podcast is currently in terms of the last episode this would be a great way to promote it. Oftentimes, podcasters will post clips of their podcast that they believe people will want to hear, giving them a reason to listen to the entire thing.

After her site's revamp, it didn't contain any information on her EducateU podcast, which is what her social media sites are named after. People coming to her website may find it confusing if there is no indication that the two are even correlated. This is our biggest recommendation since a lack of immediate connection between the customer, the site, and the social media sites, can create a barrier for the customers to recognize who Dr. Oliver is.

By taking the recommendations listed above, Dr. Oliver should see an increase in book sales and interactions across her social media sites. She will create a larger customer base and begin to prepare them for her new book she's already working on.