

# Maryrose Solis

## #FINDYOURWAVE

Today, increasing credible visibility is a branding strategy that is rooted in a foundation that communicates Worth, Advantage, Vision and Expertise.



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## WORTH

Evaluate your industry's value based on trends, statistics, futurist assessments and demands of the world today.

## ADVANTAGE

Assess your commensurate experience, testimonies and recommendations that support your credibility in your industry.

## VISION

Strategize, keeping in mind your thought leadership, big picture and long term plan for your role in the industry's future.

## EXPERTISE

Execute strategies that work to increase your credible visibility, within a specific area of expertise that you will have greatest impact.



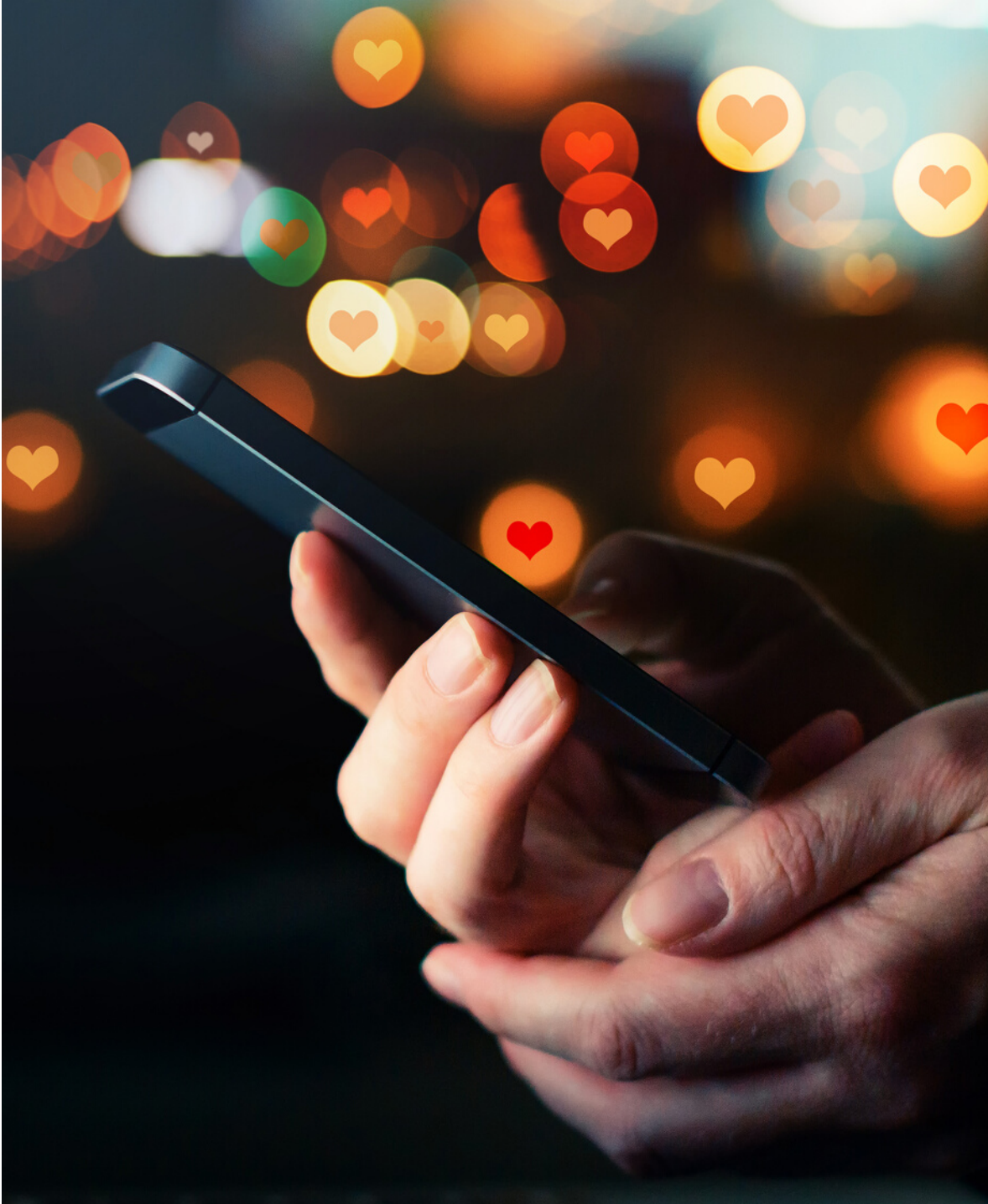




*Worth*

## **RESEARCH EVALUATION**

Before devising any kind of strategy, do research to understand the current worth and viability of the industry or market. Using my analysis experience, I quickly consume an industry's current data and translate it into actionable intelligence.



*Advantage*

## **CREDIBLE ASSESSMENT**

You must have a positive and impactful personal brand that can influence, persuade and connect with others. To learn if you have one, assess your advantage by collecting data, such as testimony, recommendations, survey polls, reviews, etc.





*Vision*

## **BIG PICTURE STRATEGY**

I believe you must harness and leverage historical data and current trends to define and capture a vision for yourself and your industry. This includes positioning yourself as a thought leader by remaining relevant and on the precipice of what's to come in the industry.





*Expertise*

## **PURPOSEFUL EXECUTION**

Empower your influence by consistently executing solid strategies that promote your expertise. The more others know your value and relate it to their needs or challenges, the more purpose you have. You must create demand for you expertise.





# ATTRACT TO CREATE DEMAND

With a solid foundation of your personal worth, consideration of your audience's emotional drivers and an empowering brand, you should ATTRACT attention. To ensure this, you commit to quality content strategies and follow up - converting positive attention into positive outcomes.



# *Content Strategy*

## **DIGITAL ASSETS**

An 'engaging' content (marketing) strategy is not about the content you think you need to have. It must be developed by understanding a target audience then deciding the best digital and offline strategies.





# *Content Strategy*

## **GET SOCIAL**

Social Media Marketing is a 'must do' today. That is, if you want to have the greatest reach and opportunity to build a volunteer marketing army that serves you. Your objective is to **ENGAGE** and inspire them to share your value, effortlessly.



# *Content Strategy*

## **WRITE TO CONNECT**

When you have done your research and taken the time to understand your audience, you write not to sell but to **CONNECT**. No matter what platform you use to deliver your content, focus on writing in the language that your audience understands.





# I AM A SOCIAL ARCHITECT

who has worn many hats, crossed different functions, experienced a variety of industries and personalities. 15+ years in corporate, small business and start up tech environments in the area of sales, marketing and operations. The things, however, that serve me most in my successes in life and career are my PERSONAL BRAND, professional experience and the ability to demonstrate my value quickly. My left and right brain thinking have made me a social architect by design.





I'M READY WHEN YOU ARE...

THANK YOU,

*Maryrose Solis*

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