



CASE STUDY

Tina Zaremba

Building a Marketing Plan for a
Small Business Owner & Voice Over Talent



CLIENT OVERVIEW

Tina is a nationally recognized voice-over actor, educator, performer, and small business owner. She supports fellow creatives in confidence-building behind the mic. With work that spans several industries, Tina sought a clear digital marketing strategy to help promote herself.



CHALLENGES

Like most small business owners, Tina was overwhelmed with the magnitude of digital marketing and sought a marketing consultant to identify the following:

- A clear value proposition & messaging strategy.
- A marketing plan that identified her ideal target clients.
- Direction on how to spend her limited time effectively.
- Confidence in the first steps of content creation.



OUR SOLUTION

Project Duration: 3 Months

GrowthSpurt Strategies provided clarity through affordable, actionable marketing support tailored to Tina's solopreneur business model that aligned with her creative-based skill sets.





OUTCOMES & DELIVERABLES

- ✓ **Technical SEO:** Website audit to fix technical & UX issues. Guidance on fixes (titles, meta descriptions, backend fixes).
- ✓ **Industry & Competitor Research:** Guidance on positioning and supporting her advocacy work through education.
- ✓ **Strategic Marketing Plan:** Audience segmentation & messaging strategy tailored to creatives and emerging talent.
- ✓ **Content Audit:** Messaging refinement across platforms to better reflect her authenticity and confidence as an artist.
- ✓ **Content Calendar:** 3-month calendar tailored to each stage of the customer journey — from awareness and interest, to consideration and decision — for Instagram, LinkedIn, and her website.



CLEAR PATH FORWARD

A clear path forward with a focused, tested content strategy rooted in authentic storytelling.



STRATEGIC MARKETING PLAN

A marketing plan aligned with Tina's goals, time, and target audience. Direction with purpose and authenticity.



MESSAGING ALIGNMENT

Stronger messaging and positioning for coaching offers aimed at empowering fellow artists and actors.



METRICS BASED ON INDUSTRY RESEARCH

6

Target Markets

10

Relevant States

4

Core Offerings

21

Actionable Insights

“Working with Laura at GrowthSpurt Strategies was a breakthrough. As a voice-over artist and educator, I gained clarity, confidence, and a strategy rooted in authenticity to empower other artists to grow their careers with purpose.”

— Tina Zaremba



STEP INTO CLARITY

Like Tina, if you're unsure where to spend your time or who to engage with, consider a strategic marketing plan that aligns with your vision, showcases your authentic story, and drives real results.

Enter your GrowthSpurt.

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