

REBECCA PACIOREK

BLUE DOT DIGITAL MARKETING FOUNDER/PRESIDENT

Biography:

Rebecca Paciorek is the founder and President of Blue Dot Digital Marketing & Online Business Management. Rebecca has a BS in Communications from Miami University and has been in marketing for many years. She is a Facebook original member and has been doing social media for others since "social media" started. (Yes, she's ALMOST a boomer.)

Rebecca has various certifications such as Facebook Ads Specialist, Online Business Manager, Podcast Production Specialist, and Social Media Advertising. Rebecca's hobbies include reading, travel, meal prepping, and hanging out with her family and friends.

Interview Topics/Titles:

- Print or digital marketing in general.
- Small business marketing strategy
- Starting your own virtual assistant business
- Digital marketing for real estate professionals
- Digital marketing for authors
- Planning content
- Repurposing content

Interview Questions:

1. How have you seen marketing & advertising evolve over the years?
2. What things have stayed the same?
3. Everyone is on social media now. Is that enough to make up an entire marketing strategy?
4. What mistakes do you consistently see when looking at a company's marketing program?
5. If a company is just getting started on building its social media program, what do you suggest they do first?
6. How can a person create content without it being so overwhelming?



CONNECT WITH

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