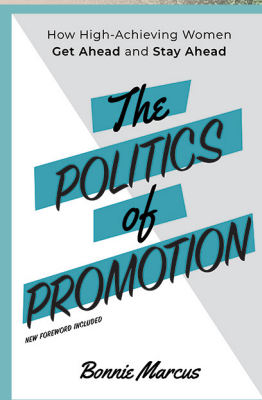
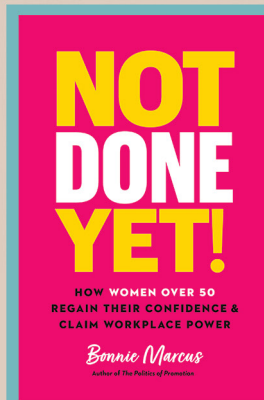


## HOW BONNIE MARCUS GREW HER COACHING BUSINESS THROUGH LONG-TERM DIGITAL MARKETING INITIATIVES



### THE CLIENT: BONNIE MARCUS

Founder of Bonnie Marcus Leadership | Executive Coach Empowering Women | Podcast Host | Author

Bonnie Marcus is the founder of Bonnie Marcus Leadership and an author, speaker, and podcast host. Through personalized coaching, Bonnie helps women to own and leverage their unique talent, wisdom, and years of experience to grow as valued contributors in the workplace.

She is the author of *Not Done Yet! How Women Over 50 Regain Their Confidence & Claim Workplace Power* and *The Politics of Promotions: How High-Achieving Women Get Ahead and Stay Ahead*.

Bonnie engaged Weaving Influence in 2014 to partner on the launch of *The Politics of Promotions*, as well as the launch of the second edition of the book in 2019. Weaving Influence additionally supported Bonnie on the release of her second book, *Not Done Yet!* in 2021. Throughout the launches and beyond, she has worked with Weaving Influence for ongoing digital marketing support and growth.



**BOOK LAUNCH SUPPORT  
SOCIAL MEDIA  
CONTENT MARKETING**



NUMBER OF BOOKS: **2**



YEARS WORKING WITH  
WEAVING INFLUENCE: **10**



**Weaving Influence has been a valuable partner for my business, Bonnie Marcus Leadership. Over the years, they have helped me launch two books and create a new website, and they continue to provide content and guidance on social media."**

**- Bonnie Marcus**

## THE RESULTS



**3,135%**

Increase in  
Instagram  
followers in a  
four-year span.



**116%**

Increase in  
LinkedIn  
followers in a  
four-year span.

## HOW WE CREATED REACH

Working together, we built reach for Bonnie through the four commitments:



**VALUE**



**CONSISTENCY**



**LONGEVITY**



**GENEROSITY**

**REACH = EXPANDING AUDIENCE + LASTING IMPACT**

### VALUE

**Be consistent in generously sharing value with others.**

- Bonnie creates a variety of content, including webinars, *Forbes* articles, media wins, blogs, event promotions, and educational videos. By sharing a variety of formats and messaging, she is able to engage her audience and productively offer valuable, informational content.
- She is the author of two books and is consistently sharing the messages from her work with the world. Weaving Influence supported Bonnie on both book launches, creating an efficient alignment between the work from her books and her online presence and content creation. Our work with Bonnie on her book launches also served us well in continuing to support Bonnie post-launch, as we deeply understood her work in the world and her professional brand.

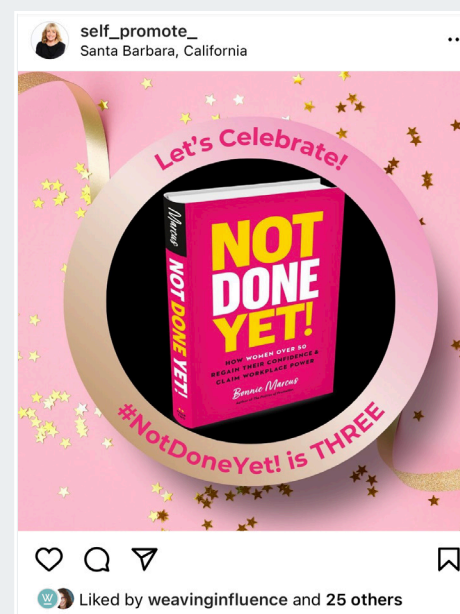
- A monthly newsletter from Bonnie shared content directly to her audience's inbox, ensuring that she met her audience where they were and found new opportunities to expand the reach of her valuable content.
- Bonnie commissioned research on gendered ageism and partnered with Weaving Influence to complete the project. We supported participant engagement in the survey and then designed the results infographic and individual graphics for marketing promotion. The survey offered free research around a relevant and important topic that Bonnie's audience could utilize and learn from.
- Weaving Influence has coached Bonnie on the creation of optimized video content, including topics and editing support, to ensure her messaging is shared in a format that is highly valued across all social media channels.



**Informative Articles**



**Educational Videos**



**Book Content**

## LONGEVITY ∞

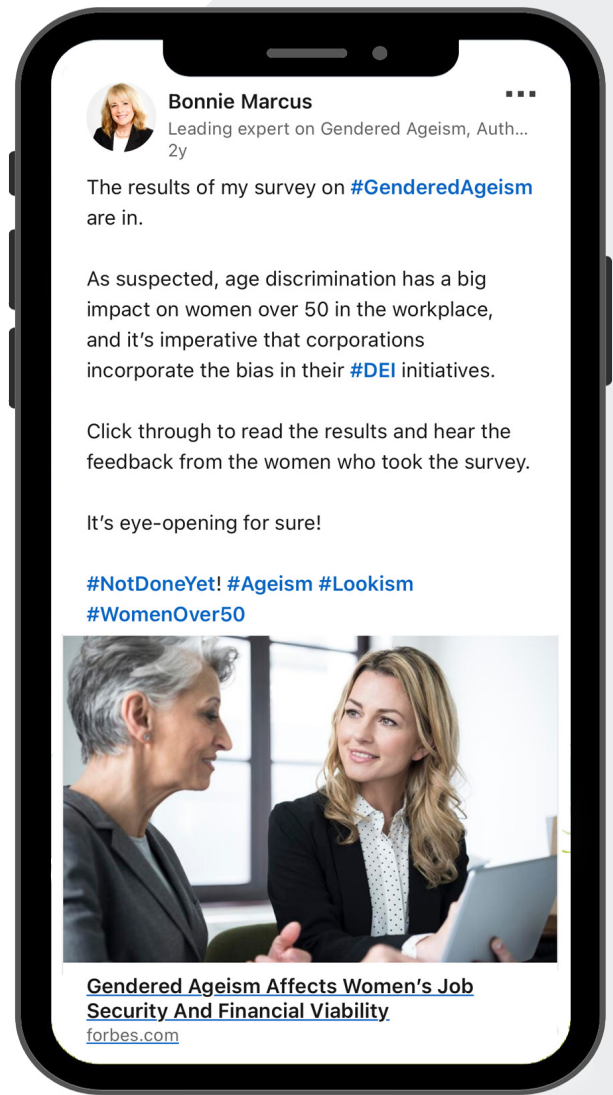
Keep showing up over the long haul.

- Bonnie has partnered with Weaving Influence for a decade and sees the value in investing in a long-term partner to launch her books and grow her brand and influence.
- Because of a long-term partnership, we are able to use data to adjust our approaches to social media successfully. We can share more informed and productive strategic guidance with Bonnie to help her continually reach her overarching objectives.
- Bonnie's continued partnership with Weaving Influence also allows us to collaborate with her in a way that really gets to know her content and thought leadership. This helps us develop a brand voice and act on behalf of Bonnie to create content that speaks to her specific audiences, increasing engagement and adding long-term value.

## CONSISTENCY

Be dependable in your ongoing online presence.

- Bonnie has built a trustworthy presence on Facebook, Instagram, LinkedIn, and X (formerly Twitter). By showing up regularly, she curated an online community that trusts in her being active, engaged, and valuable on her channels. This improves her engagement and has supported ongoing growth in followers.
- Through guidance from Weaving Influence, Bonnie scaled back her posting cadence to better focus on sharing quality content that meets the needs of her audiences. This scaled-back cadence allows Bonnie to be consistent in the value she is adding for her followers and positions her as a true thought leader in her industry.
- Bonnie hosts a podcast, *Badass Women at Any Age*, which is a reliable resource for women to learn from and be inspired by the stories of impactful, courageous people working to break down barriers. She is consistent in creating episodes to ensure she is a trusted space for women to grow.
- Consistent blog creation allows Bonnie to share her insights in a longer format, offering in-depth insights and guidance. Weaving Influence supports Bonnie by repurposing the blog content into valuable social media content that shares key takeaways and engages her audience to want to learn more from her.



**BONNIE'S PODCAST  
IS INSPIRED BY  
THE STORIES  
OF IMPACTFUL,  
COURAGEOUS PEOPLE  
WORKING TO BREAK  
DOWN BARRIERS.**



## GENEROSITY ♥

Ensure that the value you create is accessible to others.  
Give away as much as you can.



PODCAST

- Bonnie's podcast, *Badass Women at Any Age*, shares the stories of courageous people who are making a difference in the world. Her conversations help inform and inspire women, motivating them to live their full potential. By investing time in this podcast, Bonnie is able to offer free motivation to women who need her support and guidance.



ONLINE  
RESOURCES

- To continue sharing her knowledge with the world, Bonnie offers ongoing resources for people, including regular contributions to *Forbes* through her *Head Over Heels* column. Through her articles, she helps inspire women by showcasing the stories of ambitious, hardworking people and their unique stories of growth.



MENTORSHIP

- Bonnie recognizes the value of being generous in sharing her ideas and expertise and freely gives mentorship and inspiration on her digital marketing channels, including social media and email. She knows that she can improve the lives of women working to reach their full potential, and Bonnie continuously shows up and supports these women.



## HOW CAN WEAVING INFLUENCE BUILD YOUR ONLINE INFLUENCE?

Are you looking to grow your online influence and meet your business objectives?  
We'd love to help your message reach wider audiences by creating value,  
consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at  
[becky@weavinginfluence.com](mailto:becky@weavinginfluence.com) to start the conversation.

