

**"The perfect antidote
to cure you of
marketing doldrums,
boredom, and
confusion."**

Rachel Klaver



***"I'm completely driven
to see that 'AHA' moment
in the eyes of my audience
when they understand
and GET the 'WHY',
the 'HOW', or the 'WHAT'. "***

Rachel Klaver

CONTENT MARKETING EXPERT



Rachel Klaver

- Highly practical problem solver for SME marketing
- Small business marketing strategist.
- Coach, Trainer, Speaker, PodcastHost, Columnist, Author.
- Podcast Host: MAP IT Marketing.
- Author: Be a Spider, Build a Web: Sticky Content Marketing for small businesses and 27 other titles.
- Columnist: Marketing for small business for STUFF.
- Expert content writer and teacher.
- Lover of using humour and "my weird" to make learning interesting.

SPEAKER. COACH. STRATEGIST. TEACHER

Content marketing coach for SMEs

Rachel's first career was as a teacher. In many ways it still is, but she's shifted from literacy to marketing.



After becoming a parent, she moved into writing educational and parenting books. She became high in demand as a facilitator for ECE and parents. Juggling that with appearing as a "Dating expert" at the same time on TVNZ's Breakfast was a tricky mix of marketing messages!

Over eight years she worked as a freelance writer and authored 27 books in education, parenting, farming, and internet dating.

She made the jump into marketing in 2009 and has since worked with thousands of small business owners one-to-one, and tens of thousands at her public and online events.

Rachel is all about breaking down marketing fears, keeping it real with everything else in business, and helping people feel excited about what's possible.

SOCIAL REACH

-  6k over Facebook pages and group
-  7.8k followers
-  2.3k followers
-  280-400 downloads/week

What areas can you ask Rachel to talk on?

- Effective storytelling in business
 - Social media marketing (all key platforms)
 - In-depth expertise in LinkedIn and TikTok for small business marketing
 - Finding your creativity
 - Confidence in "showing up" and video (esp for 40+yr olds)
 - Building trust with your ideal audience writing content marketing
 - ADHD working and learning
 - Creator learning styles for business owners (and how to embrace them)
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MAP IT MARKETING

with Rachel Klaver



MAKING MARKETING ACCESSIBLE

"You'll always learn something Rachel's ability to break down complex stuff like conversion rates, ROAS, content pillars, ETC into easily understood strategies and tactics is her superpower. I can guarantee you'll learn something new from every episode. Plus, she always makes me laugh."



23k DOWNLOADS
(at Jan 2023)

MAP IT MARKETING PODCAST

Helping small business owners become more confident and capable in their marketing.

Launched in April 2021, MAP IT Marketing has been a consistently popular marketing podcast for Kiwi (and beyond) small business owners.

Created to both have a mix of expert voices, small business owners, and host Rachel Klaver's expertise in content marketing for small businesses, these episodes are geared to give practical, useable and up-to-date advice that can be applied right away.

COLUMNIST FOR STUFF.CO.NZ

Rachel Klaver's popular marketing for small businesses column, is published each Monday on Stuff.co.nz.

A mix of practical and useable advice, mixed with real-life stories of NZ small business owners and how they're using marketing to grow their business.

The weekly columns are often based on that week's MAP IT Marketing podcast, and are published in the PROSPER section.

Estimated monthly readership: 800-900K

BE A SPIDER, BUILD A WEB

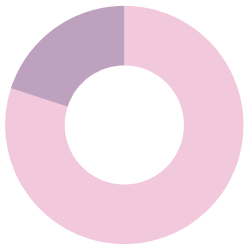
Written for small business owners wanting to understand how to build an effective and converting marketing strategy.

This book uses a sticky spiders web to illustrate how to create content that attracts your ideal customers, and keeps them engaged until they are ready to buy.

Be as Spider, Build a Web: Sticky Content Marketing for Small Businesses was published July 2022.



DEMOGRAPHICS



80% FEMALE

20% MALE

Followers of Rachel are small business owners, from New Zealand and Australia, 35+, with 1-20 FTE employees. 75% own service-based businesses, and 25% ecommerce/retail.



What people say about Rachel Klaver

"Rachel is a FORCE OF NATURE. I came out with my head and my heart FULL"

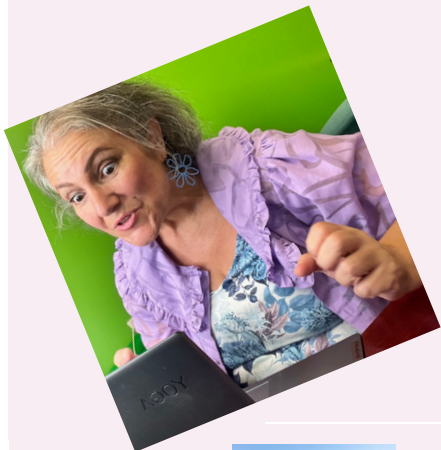
-Gina

"Inspiring, practical, rich and incredibly relevant, particularly in these uncertain times that so many of us are facing. She has a delightful way of engaging with the issues and opportunities for small business, making everyone feel like a close friend."

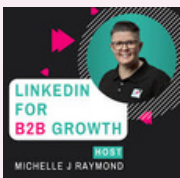
-Wendy

"Rachel spoke to our group of local businesses which contained 25 different businesses. Her skill and knowledge of her trade was demonstrated fluently during our session. She was able to offer commentary regarding every topic she was queried on, not just words, but a logical response that helped each of us refocus on our marketing strategies. Highly recommend."

-Grahame



Where has Rachel been featured?



Stuff



MORE FM
Tonic

NewstalkZB THE PROJECT

nzherald.co.nz