

## Contact

[www.linkedin.com/in/magriet-groenewald](http://www.linkedin.com/in/magriet-groenewald) (LinkedIn)

## Top Skills

Marketing

Social Media

Event Management

## Languages

English (Full Professional)

Afrikaans (Full Professional)

Sotho, Southern (Elementary)

# Magriet Groenewald

MAGRIET.CO Social Media Educator & Strategist. I help business owners get more clients and grow their business using Facebook Ads.

Somerset West

## Summary

I am an expert social media strategist and for the past few years I have helped remarkable people, incredible businesses and special organisations locally, as well as internationally expand their customer base and increase revenue with Facebook and Instagram marketing.

I truly believe that we are living in the most opportune time with the internet providing endless possibilities for anyone willing to learn and equip the skill-set needed to fulfill their individual destiny. Not only am I now able to absolutely love and embrace what I do, but I also get to work from home (or anywhere in the world, for that matter!).

My biggest passion in life is empowering people to see the path to their destined success, through education.

Let's get your business thriving online!

Areas of expertise:

- Online Memberships: Find where your passion meets your talent and build an online program that you can sell across the world.
- Customer Avatar: How to define your customer and effectively target them online and change them into Raving Fans!
- Social Media Marketing: How to build your following and figure out what they want
- Facebook and Instagram: Paid, targeted advertising

- Sales Funnels: How to build opt-in pages, lead magnets, sales funnels, webinar funnels and how to accept payments online from clients & customers
- Email Marketing: How to build your list online and compose the perfect email sequence
- Webinars: How to do a webinar that will bring clients to you
- Websites: How to know who visits your web and what their interests are
- Enrollment Conversations: How to talk to clients interested in your services and sell to them online
- Launching: How to launch into online markets even if you are new and no-one knows who you are yet

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## Experience

### MAGRIET.CO

MAGRIET.CO Social Media Educator & Strategist

August 2015 - Present (6 years 6 months)

I help business owners get more clients and grow their business using Facebook Ads. Reach more people, make a bigger impact and SELL more of your products and services with the power of social media.

Download my complimentary new 2021 Engagement Guide to learn the latest tips on improving your reach and growth online and in business! Go to: [www.magriet.co/free](http://www.magriet.co/free)

This is for you if you are an entrepreneur, social media manager, course creator, or business owner.

### Online Education

It is incredible to see what an amazing impact online marketing can have on a business.

I am very passionate about teaching my students to empower themselves by learning and to equip them with the skillset you will need to succeed.

#### Online Event Planning

In this day and age, there are very few ways of communicating and engaging directly with your potential clients, other than having a special online event.

Online events are increasing in popularity by the day and if you want to thrive in the digital world, this is a great way to take that leap.

#### Digital Campaign Strategies

There are specific ways to make the most out of online marketing. It is the most cost-effective, trackable, lucrative way to show up for your business, venture, or dream...if done in a correct and considered way.

I have been working in this industry for almost 10 years, (Aaaages in cyber years!) and would love to share some of my insights with you.

#### Mimosa Group

##### Marketing Manager

January 2011 - August 2015 (4 years 8 months)

Bloemfontein Area, South Africa

#### Moreson Farm Group

##### Group HR & Marketing Manager

October 2007 - December 2010 (3 years 3 months)

Brandfort Free State

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## Education

#### University of the Free State/Universiteit van die Vrystaat

Honours in Business Management, Business, Management, Marketing, and Related Support Services · (2005)

#### University of the Free State/Universiteit van die Vrystaat

Bachelor of Commerce (B.Com.), Business, Management, Marketing, and Related Support Services · (2001 - 2004)

#### Ficksburg High School

Grade 12 · (1987 - 1998)

