beyond
business solutions

How Tashana Thompson helps Yuquan Holloway *market* her business consistently, *elevate* her brand, and *win* enterprise-level clients through fractional CMO services

"I am so comfortable and confident in the marketing systems that Tashana has created for me and how well they're working. Other business owners tell me that marketing is one of the biggest headaches they have, but for me, marketing is now the thing that I stress about the least. I am so thankful for that. It's given me the freedom to focus on other things."

YUQUAN HOLLOWAY
hollowaycg.com

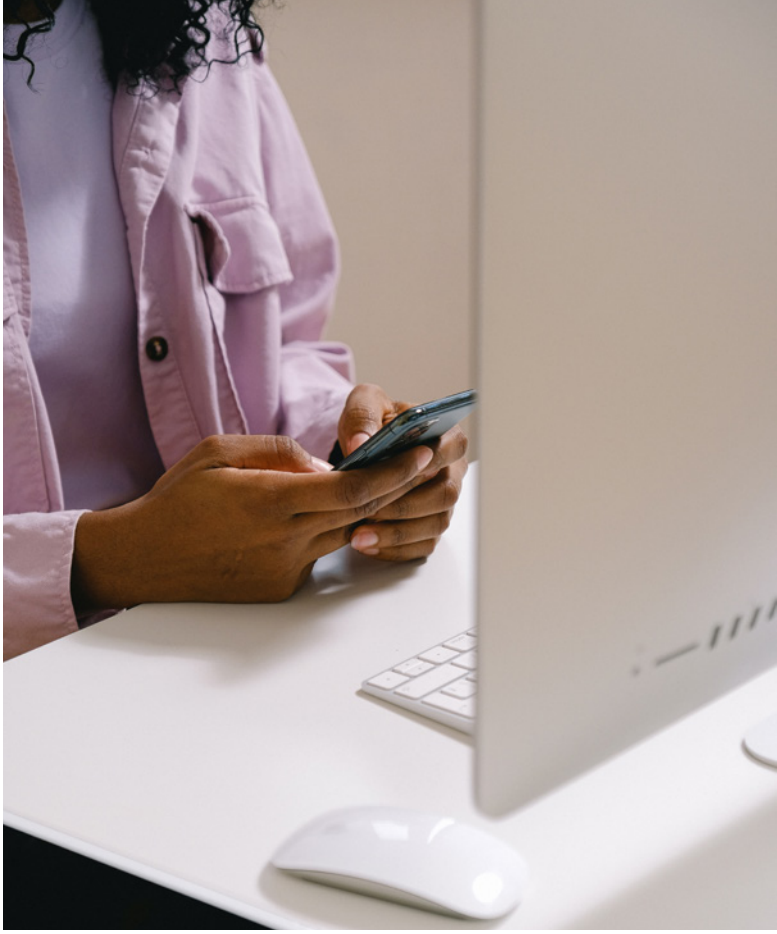
When Yuquan Holloway discovered Tashana Thompson, CEO of Beyond Business Solutions, **she really wanted — and needed — to grow her business,** but was struggling to find the time and energy to market herself.

As the owner of Holloway Consulting Group, a firm that provides coaching, consulting, training, and project management services to corporate technology teams, Holloway had been working primarily as a solopreneur and giving over 40 hours a week to her one and only client.

Holloway knew that this setup was not only risky from a financial standpoint, but didn't allow her any time to work on growing her business.

> ***"I was 100% dedicated to my business, but 100% of my time was going to my one customer," Holloway said. "I knew that if my relationship with that client was to end I would be scrambling to find another one because I didn't have any routines in place to find new business."***

For years Holloway had intended to post



regularly on LinkedIn and start her own blog, but had never followed through. **Instead, she would overthink posts, avoid making videos, and worry too much about how she'd be perceived.**

Despite her reluctance to post on LinkedIn, she was following people on the platform who were showing up every day, and she reached out to one of them — Vicki Wright-Hamilton — to commend her for her consistency.

Hamilton replied to Holloway's message and asked if she'd like to be on her TV show, "Strategic Minds: Making Money Moves" to discuss the challenges of working on your business while you're busy working in your business.

It was at the taping of the show that Holloway met Tashana, Hamilton's long-time fractional CMO.

Tashana approached Holloway after the taping with a page of notes about how she could help her market and promote herself, and was very excited about Holloway's potential.

"I could tell she was passionate about what she'd captured in her notes and she encouraged me to set up a discovery call with her," Holloway said. "I did, and we've been working together ever since."

Their partnership together began with a 4-hour VIP day where **Tashana did a deep dive strategy session that explored and defined the fundamentals of Holloway's business,** including her brand story, elevator pitch, revenue model, and the "low-hanging fruit" marketing opportunities they could start taking advantage of right away.

Holloway said the VIP day was very helpful, and she gained a new level of clarity about her business.

> ***"Tashana was very thoughtful and intentional about understanding me, my business, and what my business stands for," Holloway said. "She really helped me think about my business harder than I've ever thought about it before."***

After the VIP day, Holloway began a 90-day program where Tashana and her team began to implement the strategy they'd created in their session.

For Holloway, that looked like (finally!) starting to show up on LinkedIn consistently with compelling and targeted messaging; taking part in a high-end photo shoot that yielded over 500 photos to elevate her image and brand; starting an email list and a blog; creating a lead magnet; and redoing her logo and website.

"I loved that Tashana had a plan of

attack and was ready to step in and handle so many of the things I hadn't been equipped to do," Holloway said.

Holloway was so pleased with the progress they'd made within the 90-day program that she hired Tashana to be her fractional CMO on a year-to-year basis.

That partnership includes bi-weekly calls where Holloway and Tashana discuss her marketing strategy and where their focus should be placed. Tashana also provides a monthly media plan that implements for Holloway, along with the specific things she needs Holloway to provide her and her team in order to see the work through.

Holloway said she greatly values the way they work together, as well as the load Tashana takes off her plate.

> ***"I love the partnership we have," Holloway said. "I'm a person who teaches processes and systems in my business, and I am so comfortable and confident in the marketing systems that Tashana has created for me and how well they're working. She has a great strategy and a clear plan, and she's also been a great accountability for me to really get things done."***

And get things done she has.

Working with Tashana has resulted in Holloway publishing a new blog post every single week since the end of 2020; adding approximately 40 videos to her YouTube Channel; launching a monthly newsletter that gets 30-50% open rates; and showing up consistently on LinkedIn.

Her visibility on LinkedIn alone has gained her exciting opportunities and new clients — some of which are well-known enterprise-level companies.

"All of the clients I have besides my first one are a result of me showing up consistently online and people knowing what I do," Holloway said. "It's definitely been a pipeline of relationships with some large corporations.

"Plus, people who I've worked with in the past reach out to me and say they love that I show up so regularly and that they love my message, and that usually results in them wanting to talk. Tashana has really helped me get the visibility I needed to grow my business."

The biggest result of all is that not only is Holloway attracting ideal clients, but her ideal service offering, too — specifically in coaching and training corporate employees.

I wanted to do more training classes and coaching, and during our annual planning session Tashana encouraged me to just start running classes on my own," Holloway said. "One of my connections read about my class in my monthly newsletter and said they wanted to send some of their employees, so I ended up going to Florida to train their people.

> ***"It's exactly what I wanted to have happen, and it's now the part of my business that I enjoy the most. It's all because of Tashana. She not only helps me with marketing and branding and promotion, but she also gives me great business solutions, too."***

Holloway said any business owner who is looking to increase their visibility, elevate their brand, and have their marketing handled by an expert fractional CMO would benefit from a partnership with Tashana and Beyond Business Solutions.

"Tashana has a clear vision of what your brand is and how it should come across," Holloway said. "She's constantly casting that vision and looking for ways to bolster it.

"I love that I no longer worry about my marketing and or about showing up online. Working with Tashana gives me the confidence and the freedom to focus on other things."

To learn more about how we can help *elevate* your brand and *increase* your visibility and *business growth*, go to BeyondSolutions.biz