

OBU Marketing Students assist GK Virtual Assistant with Social Media Marketing



Oklahoma City, Oklahoma May 4, 2023 ([IssueWire.com](https://www.issuewire.com)) - Students at Oklahoma Baptist University had the opportunity to work with Greta Kokalari, owner of GK Virtual Assistant located in Albania. The students' goal was to increase the company's social media and online presence.

Dr. Daryl Green, assistant professor of business and Dickinson Chair of Business, assigned students to work with a number of small businesses through micro internships for the spring semester of 2023. The goal of this assignment was to apply the material learned in class to real-world situations, in addition to helping small businesses grow.

Students Hayden Cunningham, Ashtin Witt, and Lucky Lisangi formed a team and worked with Greta Kokalari, who is a freelance Word document and presentation designer. Kokalari acquires customers through Fiverr, UpWorks, and her website. She has both Facebook and Instagram, but these accounts have few followers and posts. She hoped that this micro internship could help grow her business's online and social media presence.

The students were more than happy to work alongside Kokalari and grow her online presence. They spent several weeks planning a social media campaign and researching competitors' online platforms, in addition to meeting with Kokalari weekly. Then, they began a series of paid posts on social media, so her posts would reach more potential customers. They also updated her Instagram account to have links that would take customers directly to her Fiverr and UpWorks pages. Finally, they collected a few customer testimonials from former customers who testified to the amazing work Kokalari is doing, and the videos were posted on her website.

"It was an incredible experience getting to work with Greta," Cunningham said. "She was very flexible with our schedule and provided all the information we asked for in a timely manner. I feel that this internship definitely prepared me for marketing in the real world with real businesses."

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