

OBU Students Assist Small Business Owner, Waldo Solano, With Personal Branding



Pictured, left to right: Graham Stiefel, Lindsey Baird, Thomas Meadough, and Client Waldo Solano

Oklahoma City, Oklahoma May 7, 2023 ([Issuewire.com](https://www.issuewire.com)) - Students at Oklahoma Baptist University partnered with Waldo Solano during the 2023 Spring semester to help grow his personal brand and established dance business. The students, Lindsey Baird, Graham Stiefel, and Thomas Meadough, are in a small business class where they have learned the value of marketing within small businesses.

The course was taught by Dr. Daryl Green, the Dickinson Chair of Business professor at Oklahoma Baptist University in the Paul Dickinson College of Business. Dr. Green assigns a variety of small businesses to different teams within the class. This project allows the class to gain real world experience while helping small businesses reach their goals. The objective for this set of students was to help the client, Mr. Solano, with any marketing tactics and personal branding he needed.

Waldo Solano owns an upscale salsa dance studio, known as “Salsa Knox”, located in Knoxville, Tennessee. Waldo is in the process of expanding his personal brand as a business coach and advisor for aspiring dance studio owners. To help, Dr. Green's small business team focused on improving Waldo's personal online presence.

With over twenty years of experience, Waldo has an abundance of advice to offer! The team's main goal was building online credit and awareness for the client. Students helped publish over thirty blogs to the Salsa Knox website which include business advice from Waldo.

To build awareness, five informational graphics promoting Waldo's business coaching were posted to Facebook groups with over 20,000 members. The team designed each post differently with the intention of performing “AB testing”. The post which received the most positive feedback was then promoted on Waldo's Facebook page.

“This micro internship helped me to better understand the value of personal branding,” Graham said. “Trust and credibility is so crucial within the world of small business.” The team looks forward to seeing how Waldo's small business and personal brand continue to grow in the future.

The mission of the Paul Dickinson College of Business is to provide a quality, Christian-based education to students pursuing a bachelor's degree in business. OBU's business degree programs are nationally accredited by the Accreditation Council for Business Schools and Programs. For more information on studying business at OBU, visit www.okbu.edu/business.

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Source : Oklahoma Baptist University

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