



Robin Samora MARKETING/PR EXPERT | SPEAKER | AUTHOR RobinSamora.com | 617.921.3448

Small business marketing and PR expert **Robin Samora** teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.

Robin’s mission is to help clients build their brand and increase their visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, “Robin’s Rainmakers.”

(SIGN UP AT ROBINSAMORA.COM)

Popular Topics

5 Amazingly Easy Ways to Promote Yourself – Even Without a PR Budget

- ✓ Build a strong personal and professional brand with consistent messaging to maximize visibility and likeability on all social media platforms.
- ✓ Learn free and low-cost publicity strategies to break through the clutter so you can sell more products and services.
- ✓ Come away with immediate action steps to promote your brand and have the confidence to implement those strategies, with or without a team.

7 Ways Social Media Can Get You More Customers, Sales and Profits

- ✓ Discover what it takes to turn prospects and loyal customers into raving fans, who can’t get enough of you.
- ✓ Create and promote your own media channels so you’re in charge of your message and brand.
- ✓ Leave with a checklist of tips, tricks and promotional ideas that will help you build your target audience, eager to buy.

ADDITIONAL TOPICS ON REVERSE >>>

Rave Reviews for Robin

“From connecting with the students right off the bat through an interactive Q&A, you kept the students engaged throughout. When I met with the executive board after the main lecture, several called you out as one of their favorite speakers ever. While you left a positive impression, more importantly, you left the students with concrete tips for how they can start right now to put their best selves forward professionally.”

— Amy Shanler —
Associate Professor, Director of PRLab
Boston University
College of Communication

“Robin Samora brings a wealth of knowledge, savvy, energy and creativity to her workshops and presentations. Whether your firm is Fortune 1000 or a small business, Robin’s expertise can help you find followers, and turn them into “raving fans” to grow your revenue. I heartily endorse Robin as a speaker for your next association meeting or conference.”

— Marie Warner —
CEO/Founder, Boston Women Connect

Rave Reviews for Robin

"A big thank you to Robin Samora and her PR team for helping me get TV, radio and newspaper coverage for the Grammy® awards. She worked round the clock to keep up with my crazy schedule, and her support with social media was amazing! Thank you for being there and coming on board with such short notice. I'm thrilled to be a Grammy® winner, and your team's effort and enthusiasm will always be appreciated. You're the best!"

— Laura Sullivan —

Artist, composer and Grammy® winner
Best New Age Album 2014

"I've been in several audiences where Robin has presented on small business marketing, PR and Social Media. She has a speaking style that makes it seem as if she's having an individual conversation with each person in the room. Her extensive knowledge base and natural wit make her an engaging and entertaining speaker. I've seen her field questions that were off topic, answer them and then come back to topic effortlessly. Her energy makes you want to conquer the world!"

— Ceri Rueneck —

President, ItsYourCall.com

"Robin is a fabulous speaker and a joy to work with. As both a speaker and an event coordinator, I truly appreciate and cherish Robin's professionalism and how easy she is to work with. She did a beautiful job connecting with key folks from our program prior to her talk and wove that research into her presentation. It's this type of care and thoughtfulness that makes her talks have that special 'pixie dust' and takes her work to the next level."

— Prof. Betsy A. Hays —

APR, Fellow PRSA

Associate Professor, Department of Mass
Communication & Journalism
California State University, Fresno

Popular Topics

PR Power on a Budget: Amazing Free Tips, Tools and Tricks to Grow Your Business and Brand

- ✓ Increase your visibility, credibility and on and offline reputation with marketing tips that help you outshine the competition.
- ✓ Test drive new promotional tools that are free and easy to use and cut creative time in half.
- ✓ Grab a list of the best PR tips every business owner or professional should have to get noticed, break through the clutter and sell more products and services.

Pay It Forward PR: How to Build a Program that Boosts Your Brand

- ✓ Discover your charitable sweet spot that aligns with your mission and brand.
- ✓ Create a consistent bio and message that tells a story of who you are and what you believe in, with complete authenticity.
- ✓ Walk away with a Pay It Forward PR strategy to share on social media, your own media and with the press — creating a like, know, trust factor that enhances your brand and helps raise awareness for your cause.

What Every College Student Needs to Know About PR Before Their First Job

- ✓ Take the Social Media test and see how you score.
- ✓ Learn how to position yourself as an "Expert in Training" even without a host of jobs.
- ✓ Promote your brand with confidence on LinkedIn, YouTube, Twitter and your own media channels to showcase your potential.

ADDITIONAL TOPICS ON REVERSE >>>



About Robin

For over two decades, Robin worked in sales, marketing and PR for small businesses and Fortune 500 firms before launching Partner Promotions, a Brand Ambassador company in Boston, MA.

After ten years in business and an insightful path of self-discovery, Robin launched a coaching business to help entrepreneurs, experts and professionals gain more visibility, self-expression and independence while balancing life values.

Through the process, her coaching practice transformed into small business marketing and PR consulting and grew by inspired action to speaking on stage and giving workshops about promoting brands, increasing credibility and reputation online — using tips, tricks and tools that don't cost a fortune.

Let's Chat

For more information, please visit RobinSamora.com. To book Robin, call 617.921.3448 or email Robin@RobinSamora.com. You can also find Robin on Twitter or LinkedIn ([RobinSamora](https://www.linkedin.com/company/RobinSamora)).