

Michelle LeBlanc

CONSULTANT | INDUSTRY THOUGHT LEADER | SPEAKER

MICHELLE LEBLANC, MARKETING STRATEGIST AND FOUNDER OF BLUE SKY MARKETING, IS OFTEN INVITED TO SHARE HER INSIGHT AS A PANELIST OR A KEYNOTE SPEAKER.

Michelle has over 20 years of experience in both business-to-business and business-to-consumer marketing. She has worked in real estate, industrial, professional services, technology, retail, and healthcare and many others. Her approach is straightforward, engaging, and strongly results-oriented to show trends, best practices and immediately actionable tasks for any business, large or small.



Past Presentations

How To Set Up, Manage and Analyze PPC Online Marketing Campaigns

Rice University Jones Graduate School of Business

Voice Search and Next Gen Optimization

H/IMA Houston

SEO Revisited

Associated Builders & Contractors of Greater Houston

The Savvy Marketer: Achieving More with Tech Tools

AMA Houston B2B Marketing SIG

Branding for Small Business & Perfecting Your Message in a Multi-Screen World

CTAT Conference

Maximizing Your Facebook Campaigns

UH Small Business Development Center

Using Online Marketing Tools To Grow Your Business

Fort Bend Chamber of Commerce

Breaking Destructive Habits in Online Marketing

H/IMA Interactive Strategies Conference

LinkedIn: Best Practices & Profile Editing Clinic

UH Small Business Development Center

Marketing & Social Media for the Restaurant Industry

Greater Houston Restaurant Association (GHRA)

Marketing & Social Media Strategies for Today's Restaurant Operator

Ben E. Keith Food & Equipment Expo

Online Marketing for Nonprofits & Cultural Arts

Midtown Management District's Marketing Committee

Testimonials

WHAT PEOPLE ARE SAYING ABOUT MICHELLE

Do you mind sending me the presentation you gave? It was very insightful and informative. I would love to absorb it more.

DEE ELLIOTT

Marketing Manager, Fairmount Minerals

Michelle is knowledgeable, fun, broad-based, intelligent... she is one of the most talented brand strategists I have ever worked with.

WENDY BURKE

Business Development, Hoar Construction

As quickly as social media is always changing, Blue Sky is always way ahead of the curve. They're always able to establish your ROI. Everything is measured very carefully, so you know what you're spending and what you are getting back.

JESSICA HENRY

Director of Sales and Marketing, Hotel Derek

Thank you for speaking at our June meeting. You were outstanding! Several members already reached out to me asking for a copy of your presentation.

LISA CARRUTH

NACE, Houston Chapter

One of the strongest attributes of working with Michelle is the effectiveness of our dollars spent. They have produced results beyond our expectations.

DOUG GOFF

COO, Johnson Development Corp.

Michelle LeBlanc is an exceptional teacher. I recently had the pleasure of witnessing this first hand. Michelle was engaging, entertaining and to the point. It was actionable and worth the investment. Michelle is a teacher and an exceptional marketer.

JOHN BRAMBLETT

Director of Strategic Initiatives, Stewart Insurance



Blue Sky Marketing is a full-service digital marketing agency headquartered in Houston, Texas. Our team provides strategic marketing consulting with a focus on proactive communication and relationship-building.

We guide companies through the ever-changing digital space of marketing strategy to craft marketing plans and choose tools that work for their business today and tomorrow.

Blue Sky Marketing has won many marketing and advertising awards from the AMA and AAF Houston, as well as real estate industry awards like the GHBA PRISM and Texas Star Awards, since opening in 2010.

As embedded marketing consultants, we can assist you or your marketing team in developing or tweaking your marketing plan to implement a strategy that complements your vision and goals.

Our 100% remote model enables us to hire the best talent across North America. We have a deeply talented team of client and project managers, developers, designers, writers, social media specialists, SEO and a dedicated ads team.

Take your brand to new heights. Reach out today.

Working with Blue Sky Marketing has been quite exceptional. They're very proactive and I trust them.

BRAD MAXCEY
CEO, Danner's Inc

MARKETING SERVICES

- Strategic Brand Planning
- Marketing Plan Development
- Internet Strategy
- Budget Development and Management
- Online Marketing Gap Analysis
- Social Media Strategy
- Website Development
- Website Project Management
- SEO Planning and Implementation
- PPC Management and Banner Networks (SEM)
- Lead Management Email Campaigns
- Social Media Management
- Google Ads Management
- Facebook Ads Management
- YouTube Channel Management
- Creative Design
- Online Video Production



LET BLUE SKY MARKETING HELP

Blue Sky Marketing

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