

Obu Students Making A Change For Business Owner, Timothy Young



Oklahoma City, Oklahoma Nov 10, 2022 ([IssueWire.com](https://www.issuewire.com)) - Oklahoma Baptist University students, Lauren Holley and Seth Spoo teamed up with Timothy Young, owner of A Heavenly Taste, in August of 2022 to help him improve his changing business.

OBU's Leadership and Organizational Change professor, Dr. Daryl Green, assigned his students to a micro-internship where the students would team up with a business owner. The students had to assist their business client with some sort of change that the client's business was undertaking.

Timothy Young, the owner of A Heavenly Taste, sells his Kinyon's Elite Sauce regionally in select stores in Oklahoma, but he is wanting to start selling nationwide. He decided that a good way to sell his sauce in other states would be to create a TikTok account. This way, he can start getting hits on his website from people across the globe through TikTok videos.

Lauren and Seth were set with the task to create a TikTok account for Mr. Young. They have posted videos of people test-tasting the sauce for the first time and have plans to make trending videos in order to start adding to Young's follower and like count. With Thanksgiving around the corner, it is the perfect time to start marketing Young's sauce on TikTok in hopes that the account will bring in traffic from people in other states to his website.

"This opportunity to work with Mr. Young has given us insight into what a growing business looks like," Spoo said. "It has shown us how important it is for a small business to get connected to social media as soon as possible, to help the company grow further and expand."

"There are some things that you just can't learn in a classroom," Holley said. "This experience with Mr. Young has shown me that as a business owner, you need to get creative in order to expand your business and get your name out there!"

You can reach A Heavenly Taste's website at <https://aheavenlytastellc.com> to order products.

You can search A Heavenly Taste's TikTok by the username "kinyonses" to see the team's videos.

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