



We connect small businesses to clients and other businesses through effective integration of public relations, reputation management, and social media platforms.



AZ MEDIA
MAVEN

WWW.AZMEDIAMAVEN.COM



YOUR MESSAGE. OUR TIME.

Communications and marketing take time and creativity. Most small business owners don't have the resources or the time to dedicate to creating comprehensive, well-researched and measured campaigns. We do.

If you have reached out to big agencies, then you've got expensive estimates, long-term commitments, and an explicit contract that allows little room for flexibility. That's the opposite of what AZ Media Maven offers. We pride ourselves on being able to accommodate the changing needs of small business owners. We can shift our priorities to match yours, while maintaining the highest level of quality content.



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OUR SERVICES

Content Marketing

Content is Queen!

We go beyond building traffic—we're reaching out to the people with the highest potential to engage with your product or service. We look at the relationship between you and your audience and continually review how we can bring you two together.

- ✓ Press releases
- ✓ Newsletters
- ✓ Blogs
- ✓ Website content
- ✓ Copywriting
- ✓ Social media captions
- ✓ Advertising copy
- ✓ Award nominations

OUR SERVICES

Public Relations

Strong media relationships lead to strong results.

Traditional public relations activities are more important than ever to achieve the image and market positioning you require.

Earned media is one of AZ Media Maven's strongest talents. Our owner and several team members are former journalists with deep connections in the local and national media markets.

- ✓ Media relations
- ✓ Event coordination
- ✓ Press releases
- ✓ Crisis management
- ✓ Reputation management
- ✓ Brand messaging



OUR SERVICES

Digital Advertising

From ads to analysis, we're ready to help with your digital needs.

Whether you want to boost posts on social media, or develop a key-word driven digital marketing campaign on Google Ads, we can help. AZ Media Maven also helps many clients manage their Google Business Profile and review their Google Analytics.



- ✓ Facebook ads
- ✓ Instagram ads
- ✓ Post boosts
- ✓ Google Ads
- ✓ Google Analytics
- ✓ Google Business Profile
- ✓ Targeted campaigns



OUR SERVICES

Social Media Marketing

We believe in a customized social media approach.

We will work closely with you to understand all aspects of your business. Our team will provide you with a comprehensive social media strategy that meshes with your company's specific goals, objectives, and audiences.

Then, we execute the plan to give you a prominent social media presence that aligns with those targets.

- ✓ Custom social media strategy
- ✓ Management of profiles across all channels
- ✓ Consistent and engaging content
- ✓ Custom analytical reporting
- ✓ Engagement across platforms
- ✓ Monitoring of reviews
- ✓ Digital advertising



OUR SERVICES

Website Design

Improve your “virtual curb appeal” with our user-focused website designs.

We design your brand, we turn your brand into an experience, and we communicate your brand’s story. We make your brand matter.

- ✓ Full design services
- ✓ Content management systems
- ✓ Web hosting
- ✓ Security
- ✓ SSL
- ✓ Site backups
- ✓ Monthly maintenance plans
- ✓ Ongoing web support



OUR SERVICES

Search Engine Optimization

We offer multiple competitively priced SEO packages to help your business get found on the web.

Having the best website, excellent social media content, and outstanding media relations means nothing if no one can find your website and see the great service or product you offer. AZ Media Maven knows the secret is optimizing your website with keywords and content that will push your website to the top of search listings.

- ✓ Thorough initial website analysis
- ✓ On-page and off-page optimization
- ✓ Meta descriptions and header tags
- ✓ Monthly analysis and reports
- ✓ Competitor analysis
- ✓ Keyword research
- ✓ Google Maps integration
- ✓ Local SEO



THE FIRST 30 DAYS

Setting the strategy first helps to define where we're going and how we're going to get there.



Kick-Off

Outline clear goals, objectives, mutual performance expectations, and "ideal" timeframes for generating optimal outcomes.



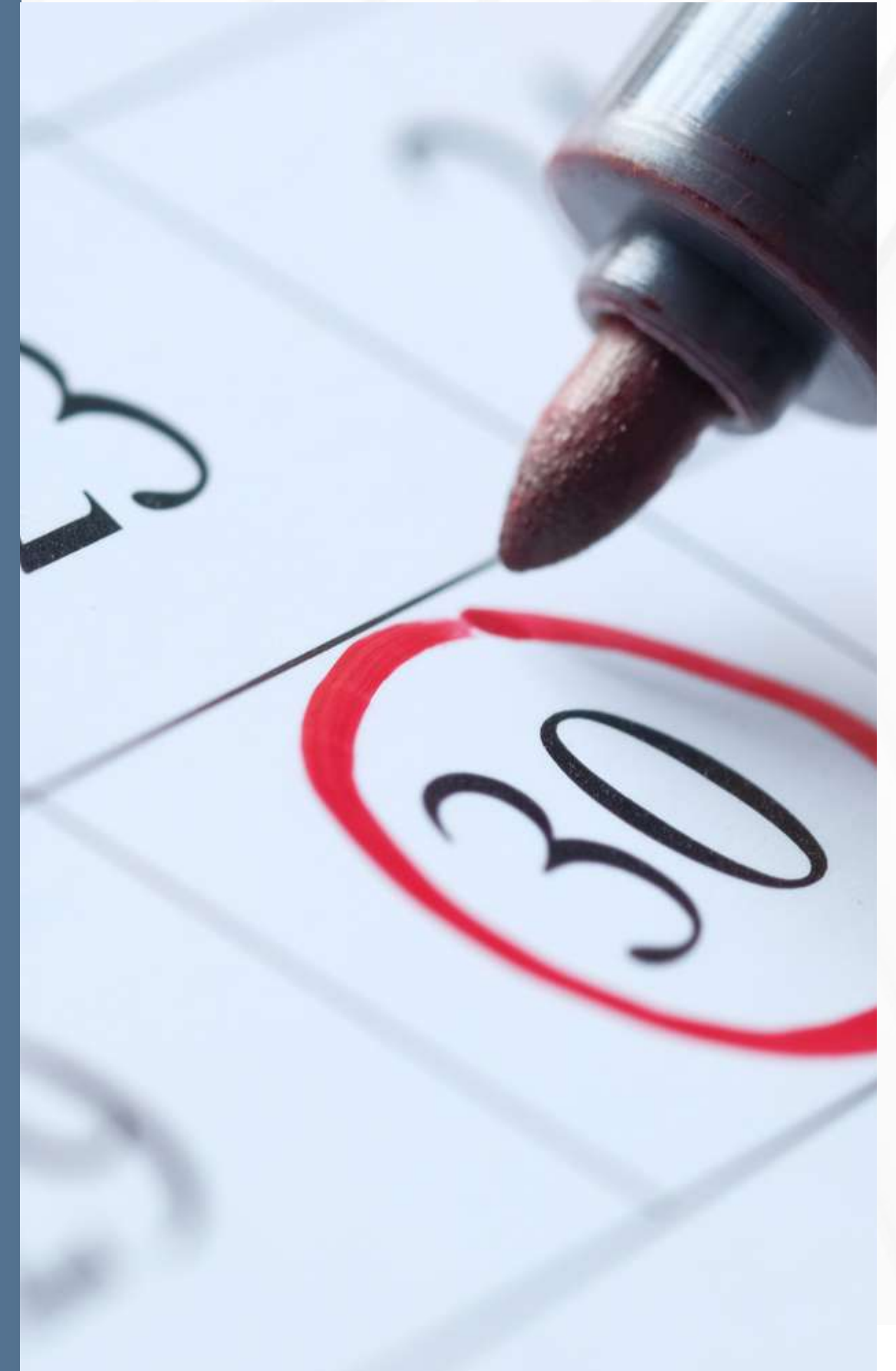
Content Calendar

Develop content calendar for blog topics (quarterly) and social media posts (monthly)



KPI Establishment

Study key performance indicators (KPI) such as engagement and reach of posts to determine which content is performing best to duplicate style of success.





Analytics Report

We will create a comprehensive analytical report pulling data from your social media platforms to determine reach, impressions, posts, reactions, and engagement rates of content.



Strategy Refinement

Using the data, AZ Media Maven will collaborate with the team to develop strategy going forward for the next quarter.

THE FIRST 90 DAYS

Establishing baseline data, and understanding what approaches work best for your platforms is essential to moving forward successfully. AZ Media Maven emphasizes the importance of data analysis and using that information to inform clients and plan strategy.



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AZ MAVEN**

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MEET OUR TEAM

We are all digital media experts with a passion for serving small businesses.



Rose Tring

AZ Media Maven Owner

- ✓ Social media
- ✓ Critical analysis
- ✓ Newsletters
- ✓ Crisis management
- ✓ Media relations
- ✓ Editing / writing



Nicole Moon

- ✓ Social media
- ✓ Content creator
- ✓ Newsletters
- ✓ Crisis management



Geri Koepfel

- ✓ Press releases
- ✓ Media relations
- ✓ Writing / editing



Jessica Parks

- ✓ Social media
- ✓ Content creator
- ✓ Graphic design



Joe Robinson

- ✓ Graphic design
- ✓ Social media
- ✓ Content creator



Toni Steffen

- ✓ Website design
- ✓ Website maintenance
- ✓ Website security



TJ Triolo

- ✓ Press releases
- ✓ Writing
- ✓ Content creator



Lily Tring

- ✓ Calendar manager
- ✓ Content creator
- ✓ Researcher



Lindsay Watrous

- ✓ Press releases
- ✓ Newsletters
- ✓ Writing / editing



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OUR WORK

Media Relations



Press Releases

Monthly releases to raise awareness and build buzz for annual holiday lights event.



Blog Partners

Partnered with local bloggers to run contests and ticket giveaways.

Lights at the Farm

- ➔ Coverage from all major television networks in the Phoenix market
- ➔ Multiple stories in local newspapers and magazines
- ➔ Listings on multiple area events calendars
- ➔ increased attendance



Influencer Deals

Partnered with local influencers for online contests on Instagram and other platforms.



Data Support

Tracked media mentions as well social media shares to show impact of campaigns.

“

AZ Media Maven has helped me with so many projects. Whether it is content writing, copy editing, or social media she knows her stuff. She is very communicative and great to work with. I highly recommend her.

- Robert Cerrone



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GENERAL PRICING INFORMATION

Contact us about creating a custom package to meet your business' needs.

\$775

TACO

- SEO-optimized blog
- Social Media (1 Platform)
- Free Planning Calendar
- Platform Engagement (4 hours)

\$1,275

BURRITO

- SEO-optimized blog
- Social Media (2 Platforms)
- Free Planning Calendar
- Platform Engagement (6 hours)

\$3,545

WHOLE ENCHILADA

- SEO-optimized blog
- Social Media (4 Platforms)
- Free Planning Calendar
- Monthly Press Release
- Platform Engagement (10 hours)





CONTACT US

We Can't Wait to Help You Get Started!

602-373-8371

ROSE@AZMEDIAMAVEN.COM

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