

m!Media, *the difference is in the details.*

OUR SERVICES

PUBLIC RELATIONS

- Media Relations
- Press Releases
- Blogger/Influencer Relations
- Trend Intervention
- Satellite & Radio Media Tours
- Strategic Placements
- Product Review Programs
- Press Kits
- Company Backgrounder
- Executive Bios
- Interview Preparation

DIGITAL MEDIA

- Social Media Audit
- Real-time Monitoring
- Strategic Advisement
- Campaign Development and Execution
- Daily Monitoring and Platform Management
- Social Media Usage Policy
- Contests & Promotions
- Corporate Blog Development
- Ongoing Measurement
- Social Media Training by Platform
- Social Media Ambassador Training



Our full-service approach to communications spans the disciplines of public relations, marketing and social media, and unlike some agencies, we consider all three with every engagement we approach. However, our greatest assets include our ability to listen, improvise and adapt. Clients bring their own unique objectives to the table – it's our job to craft a strategy and tailor a suite of services to meet their needs.

It's important to create the foundational materials that will set your business up for success. We help you share your compelling narratives in an effective aligned way. Our team will advise you on how to best launch your program, product, idea or event and build the documents and materials necessary to position your products and services, develop a press room for your website or social media and create the content you'll need to launch a successful narrative.

We like building things, and believe that doing so in a holistic way is the missing ingredient in media development today. It excites us to work with individuals, businesses or events with growth problems to solve.

We use a holistic tailored approach in order to create for you a unique cocktail, a formula for your individual needs geared toward an agreed metric for measurable success.

We work with you one on one and are available every step of the way. We know it's overwhelming building a business, or launching an event, or publishing a book, booking a tour, or even getting in front of your employees – we are here to help.

We are experts in people, using that as the backbone of our business we will create an individual plan to suit what you need. m! stands for minutia – We know the true key to success is in the slight edge difference, in the details. Join our Collective and experience a business suite that believes you are only one decision away from a totally different life. The decision is us.



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OUR SERVICES

MARKETING

- Marketing Plans
- Market Research
- Branding & Naming
- Lead Generation Campaigns
- Collateral Development
- Online/Digital Strategy
- Online Advertising
- Employee Communications
- Channel Marketing
- Direct Marketing
- Website Content & Management

EVENT MANAGEMENT

- Concept, budget and execution planning
- Experiential event PR for new and traditional media
- Full event planning and management services

CRISIS MANAGEMENT

- Crisis Plan Development
- Real-time Crisis Monitoring and Action Plan
- Crisis Communications
- Reputation Management

We create opportunities to Ignite Conversations.



Event production is an all-encompassing offering that incorporates strategic and creative elements. Meetings and events today demand more creativity, purpose and memorability, so we approach B2B events looking through a B2C lens to ensure we are transcending industry benchmarks, exceeding expectations and crafting truly memorable experiences.

Adopting a collaborative approach, using our industry relationships, our event production team works together with our creative services team to turn your event strategy into a reality.

For you, this approach leaves your time and attention to be spent on what matters, people + networking + building your business; for us, it's the complex and time-intensive behind-the-scenes production that's so integral to the event's success.

What People Are Saying

"Deanna is one of those rare individuals that possesses a brilliant intellect combined with a warm, generous heart. It is the combination of these qualities that make her stand out as a leader in this field. Deanna & her team bring passion and focus to every conversation and meeting and this allows m!Media to create phenomenal results for their clients. Deanna takes the time to understand her clients' needs and then does everything in her power to ensure that pre-determined results are achieved. Clients' needs are always first. Being in the tech industry for 20 years has given me the opportunity to work with many professionals however Deanna & m!Media's approach is truly unique and rare and very much needed..." Phillip Toleikis, CEO Sernova Biotech

"We have engaged Deanna and m!Media to broadcast to thousands of our Canadian High School leaders the merits of leveraging social media for youth empowerment. Her style is efficient, engaging and electric! One of the best social media marketers we have seen." -Laurie Friesen, Director, CCYMN



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