



Digital Intelligence. Accelerated Marketing Results.

Google Partners

Digital Marketing Strategies for 2020



MINTSocial

Mint Social is an award-winning digital marketing company.



We accelerate online marketing results to help businesses get found and thrive online.



#SocialMedia Strategy

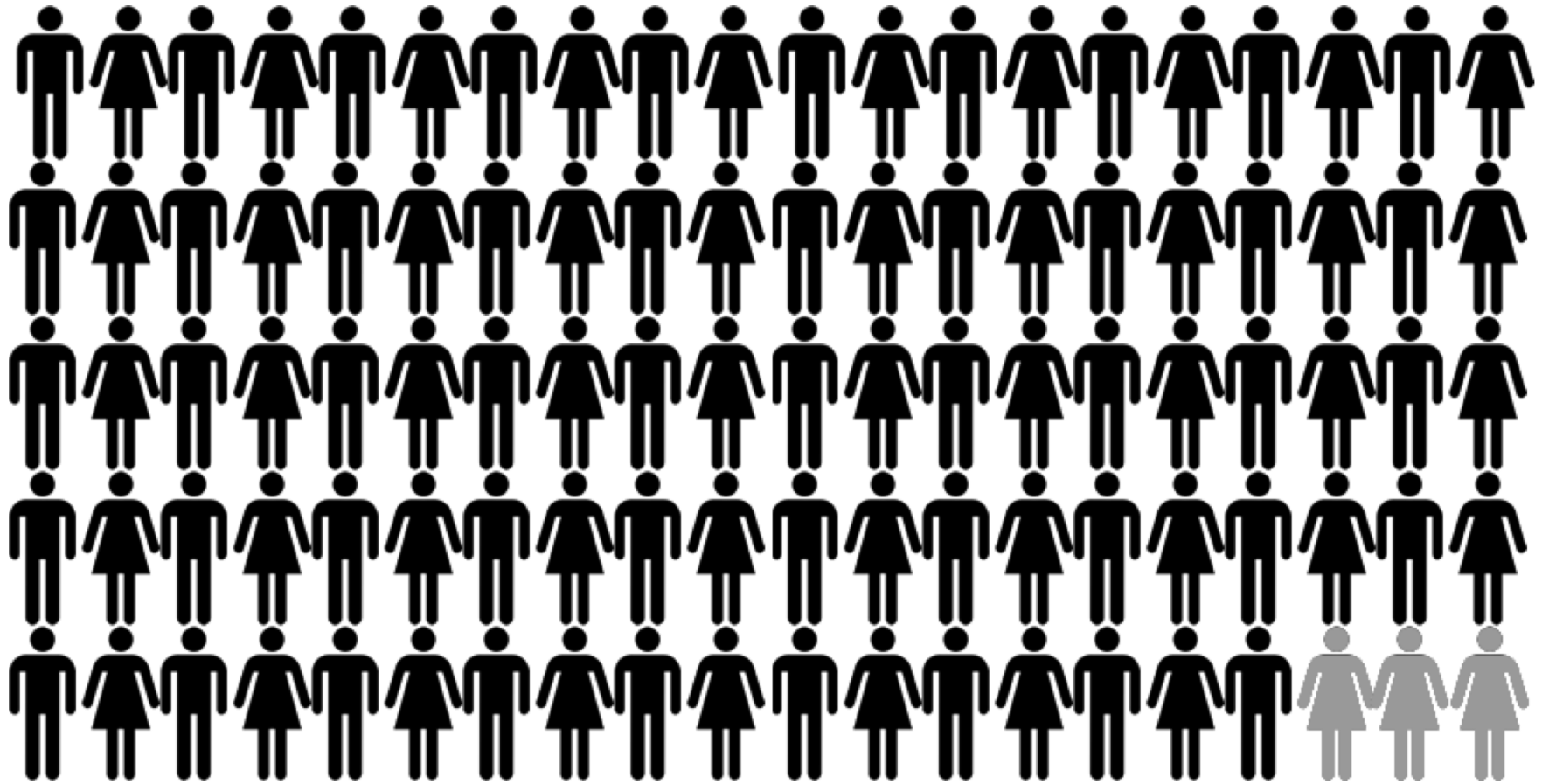


#Local

The Most Important Social Media Channel?



Nearly All Consumers (97%) Now Use Online Media to Shop Locally



• Source: <http://www.biakelsey.com/Company/Press-Releases/100310-Nearly-All-Consumers-Now-Use-Online-Media-to-Shop-Locally.asp>



Google Maps G+ My Business (GMB)

90% of customers are
using Google to find
local businesses

BUT... **G**



Google Maps G+ My Business (GMB)

30-40% of Businesses
have NOT claimed
their listing!



Complete Your Profile 100% (and Update It Often)

☰ Google My Business Search locations

Arizona Innovation Marketing Association - AZIMA
2777 E Camelback Rd #300
Phoenix, AZ 85016

- Home
- Posts ← **Update Weekly**
- Info** ← **Start Here!**
- Insights ← **Watch your Stats!**
- Reviews ← **Ask for them!**
- Messaging ← **Turn it on!**
- Photos ← **Update Weekly**
- Bookings ← **NEW - For events**
- Products ← **Can add links!**
- Services ← **Update with keywords**

Arizona Innovation Marketing Association - AZIMA

Non-profit organization
Board of education
Educational institution
Internet marketing service

2777 E Camelback Rd #300 Phoenix, AZ 85016

Service areas
Phoenix, AZ, USA
Scottsdale, AZ, USA
Tempe, AZ, USA

Social and Mobile Users ...are influencers

Consumers who use social networks and smartphones

....write reviews

In the past 30 days

....40% have submitted between 2 and 5 Reviews



“Great Food at a
Great Price”



“Solid value”



GMB Firing on All Cylinders -> 100%

Events

Today

Tomorrow

This Week

This Weekend

Next Week

Next Month

2

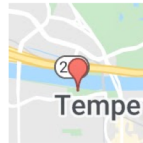
APR

2020 AZIMA TIM Awards

Thursday

Tempe Center for the Arts, 700 W Rio Salado Pkwy

Tempe, AZ



27

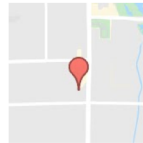
FEB

Blunders and Mistakes: Is Influencer Marketing Dead

Thu, 6 – 8 PM

ASU Kerr Cultural Center, 6110 N Scottsdale Rd

Scottsdale, AZ



16

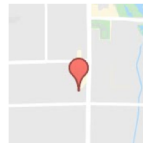
JUL

Lifecycle Marketing: The Funnel is Dead, Now What?

Thu, 6 – 8 PM

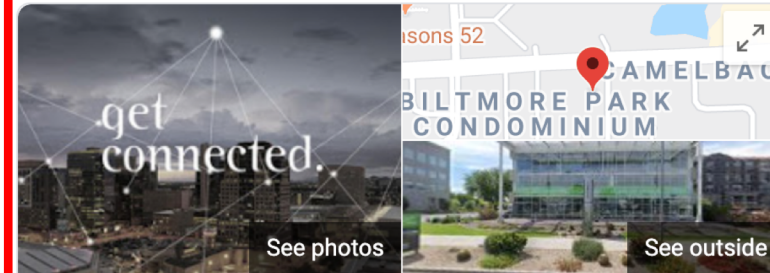
ASU Kerr Cultural Center, 6110 N Scottsdale Rd

Scottsdale, AZ



→ [Search more events](#)

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Arizona Innovation Marketing Association - AZIMA

Website

Directions

Save

Non-profit organization in Phoenix, Arizona

1 min walk from [LAVIDGE](#)

Address: 2777 E Camelback Rd #300, Phoenix, AZ 85016

Phone: (480) 648-7547

[Suggest an edit](#)

[Add missing information](#)

[Add business hours](#)

GMB Firing on All Cylinders -> 100%

joinazima.org ▾

AZIMA - Arizona Innovation Marketing Association

We're **Arizona's** ecosystem of digital **marketers** and technology innovators defining what's next and helping you achieve mastery of the 12 areas of digital ...

[Join](#) · [Events](#) · [TIM Awards](#) · [Members](#)

joinazima.org ▾ events ▾

Events Archive - AZIMA

Blunders and Mistakes: Is Influencer Marketing Dead. February 27 @ 6:00 ... 2020 **AZIMA** TIM Awards ... 2020, **Arizona Innovation Marketing Association (AZIMA)**.

www.facebook.com ▾ Places ▾ Phoenix, Arizona ▾

AZIMA - Arizona Innovation Marketing Association - Home ...

★★★★★ Rating: 5 - 5 votes

AZIMA - Arizona Innovation Marketing Association, Phoenix, Arizona. 842 likes · 3 talking about this · 4 were here. AZIMA Arizona Interactive Marketing...

www.linkedin.com ▾ company ▾ arizona-interactive-marketing-association

Arizona Innovation Marketing Association | LinkedIn

AZIMA is now the **Arizona Innovation Marketing Association**. Our new format expands our focus to include marketing technology and **innovation** defining the ...

www.meetup.com ▾ JoinAZIMA ▾


Arizona Innovation Marketing Association (Phoenix, AZ ...

Important note: You must register on the **AZIMA** website (<http://www.joinazima.org/>) for any event. Events are free to paid members only. There is a registration ...

Know this place? [Answer quick questions](#)


Products

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azima
ARIZONA INNOVATION MARKETING ASSOCIATION

AZIMA VIP Memb...
\$299.00



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ARIZONA INNOVATION MARKETING ASSOCIATION

Corporate Membe...
\$749.00 - \$1,099....




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ARIZONA INNOVATION MARKETING ASSOCIATION

General Members...
\$65.00 - \$75.00

Reviews from the web

5/5 [Facebook](#) · 5 votes

 [Send to your phone](#)

[Send](#)

From Arizona Innovation Marketing Association - AZIMA

"AZIMA is the place Arizonans turn to for innovation marketing education and networking, providing its members with leading edge online marketing strategies, tactics, and creative executions. Founded in 2009, the Arizona Interactive Marketing...[More](#)

GMB Firing on All Cylinders -> 100%

www.deskhub.com › events › arizona-innovation-marketing-association...

Arizona Innovation Marketing Association (AZIMA) - The ...

Event Details. <https://joinazima.org/events/power-video-opportunities-impact/> ... Location. Hilton Scottsdale Resort. 6333 N Scottsdale Rd, Scottsdale, AZ 85250.

azbigmedia.com › Business News › Marketing ▼

LAVIDGE earns 14 awards at AZIMA TIM Awards | AZ Big Media

Apr 17, 2018 - AZ Big Media LAVIDGE earns 14 awards at AZIMA TIM Awards | AZ Big ... Sixth Annual Arizona Innovation Marketing Association (AZIMA) TIM ...

www.lavidge.com › resources › news-press › lavidge-wins-14-awards... ▼

LAVIDGE Wins 14 Awards at 2018 AZIMA TIM Awards

Apr 6, 2018 - LAVIDGE scores 14 trophies at the 2018 AZIMA TIM Awards. PHOENIX (April ... AZIMA stands for the Arizona Innovation Marketing Association.

tucson.com › business › tallwave-awarded-with-azima-tim-awards-for-e...

Tallwave Awarded with 2019 AZIMA TIM Awards for ...

Apr 16, 2019 - honors at the Arizona Innovation Marketing Association (AZIMA) ten year ... TIM Awards recognize the best digital marketers in the state. Britni.

Searches related to azima - arizona innovation marketing association

arizona marketing association


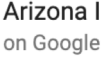

azima vibration

azima events

american marketing association phoenix

azima awards

Arizona Innovation Marketing Association - AZIMA on Google



get recognized


The 2020 Arizona Innovation Marketing Association TIMs awards is now open for...

6 mins ago

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Shug's Coffee
Coffee shop



LabCorp
Medical laboratory



Envision Therapeu...
Horsema...



Arizona Marketing
Associati...

The Second Most Important Social Channel?



Social Media Content Distribution Blueprint



Blog/News



Blog Post

Tech Talk With Steve Habben

Jan 16, 2021 | Newsletter

Steve Habben, Internet technician at GRM Networks, focuses this month's Tech Talk on the importance of Wi-Fi security.

The wireless router has become an integral part in the daily function of a home or business. Choosing the correct encryption standard is an important first step to protecting data and devices as well as ensuring their optimum operating ability.

"The old standard was 'open' which means your network was not encrypted and not secure," said Habben. "The next standard was Wired Equivalent Privacy or WEP. This is a low level of security used by older routers and was the accepted standard years ago. However, Wi-Fi Protected Access 2 (WPA 2) is available today and it is considered the best encryption standard to use."

Customers often ask Habben if it is necessary to have Wi-Fi encryption because they feel their rural location negates the need. Besides the benefits of a secure network, Habben says encryption also helps the connection between the modem, router and Wi-Fi device. "When the device has encryption, I believe the connection is stronger, more stable and more likely to stay connected," said Habben.

Establishing an Encrypted Network

Habben notes that some older wireless routers still use WEP, leaving those routers vulnerable to wireless hacking. Regardless of the make, model, or year of the router, he strongly urges customers to select the WPA 2 encryption. "Users may experience issues connecting to a Wi-Fi Network after security changes have been made," says Habben. "If this happens, try manually reconnecting using your Wi-Fi password. The system thinks it is a new connection, which is the case, because of the security change."

Photos



Summary

Steve Habben, Internet technician at GRM Networks, focus Talk on the importance of Wi-Fi security.

The wireless router has become an integral part in the daily function of a home or business. Choosing the important first step to protecting data and devices as well as ensuring their optimum operating ability.

"The old standard was 'open' which meant your network was not encrypted and not secure," said Habben. "The next standard was Equivalent Privacy or WEP. This is a low level of security used by older routers and was the accepted standard years ago. However, Wi-Fi Protected Access 2 (WPA 2) is available today and it is considered the best encryption standard to use."

Headlines (Status Update)



tumblr.

Medium



WORDPRESS



How Important is Video?



Getting Results from Video?

YouTube Search

OVERVIEW

- 9.5/100 vidIQ score
- 9 views
- 08:03 duration

SOCIAL

- Bad engagement rate
- 0 YouTube Likes
- 0 YouTube Dislikes
- 0 fb likes
- Connect to get more FB stats? Auth Facebook
- 0 reddit upvotes
- 0 reddit comments
- 0 reddit posts

SEO

- 0/100 vidIQ SEO score
- 6/20
- 0 desc word count
- 0 end screens
- 0 words per minute
- 0 desc link count

B2B July 01, 2018

9 views · Jul 3, 2018

0 Likes 0 Dislikes SHARE SAVE ...

Rainbow 46 subscribers **SUBSCRIBE**

Category **Entertainment**

0 Comments SORT BY All comment threads (choose filter)



Social Media Video Distribution Blueprint

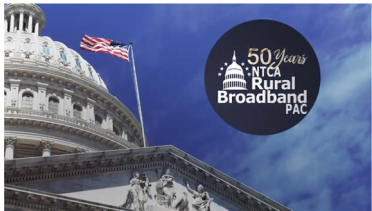


Other Media/PR



PR Newswire
United Business Media

Video



Blog



Blog Networks

tumblr. Medium



WORDPRESS



Video Syndication



Headlines



Photos from Video



vimeo



A photograph of two ripe red apples hanging from a branch with green leaves. The apples are the central focus, with one slightly above the other. The background is a soft-focus green, suggesting a garden or orchard setting.

3 Free Digital Marketing Reports

(Find Your Low Hanging Fruit)

<http://MINTSocial.com/ACA>

