

2024

# Making Waves Marketing

## Success Stories

---

Making Waves Marketing has established itself as a powerhouse, backed by decades of unwavering commitment to excellence in B2C marketing. What sets us apart is not just our extensive experience but our steadfast reliability, boundless creativity, and an undying passion for what we do. These pillars of our success form the bedrock upon which we've built our reputation for delivering outstanding results to our clients time and time again. As we dive deeper into our journey, you'll discover the remarkable stories and strategies that have made Making Waves Marketing a trusted name in the industry.



# About Us

---

We don't just create campaigns; we craft experiences that resonate, connect, and drive results. With over two decades of unparalleled expertise in B2C marketing, we've solidified our position as a dynamic and innovative force in the industry. As a woman-owned agency, we take pride in our unique perspective and unwavering commitment to excellence.



## Company Profile

Founded in 2020, Making Waves Marketing was born from a vision to understand clients needs by becoming an extension of their company. With a rich tapestry of experience we have cultivated lasting partnerships and gained an in-depth understanding of the diverse needs of businesses across the United States. Our journey has been marked by a relentless pursuit of perfection and an unyielding dedication to our clients' success.



Blue Stream Fiber, a telecommunications company, located in Coral Springs, Florida, has been a client of ours since 2020. BSF was an established local company looking to expand its services into Fort Myers, Florida, and beyond. Together we worked to identify their target demographic in a variety of markets throughout Florida. Making Waves Marketing crafted a multi-tactic approach to increase brand awareness in Fort Myers, Tampa, and Orlando. Each market needed to be handled differently with the understanding that the target changed due to local demographics.

The advertising plan included television, radio, out-of-home, and a substantial amount of digital (to include search, display, and pre-roll).

We have continued with a maintenance plan that includes a Total Traffic & Weather Network buy on up to 6 radio stations per market. This enabled BSF to be prevalent in all markets consistently.

Our work with BSF has resulted in tremendous growth for the company. The year following our initial campaigns in Fort Myers for example, achieved more than double the amount of customer acquisition in just that market. We continue to work with BSF as they expand further into other states with support in implementing market research to ensure continued growth and success.

Margaritaville Resort & Spa on Hollywood Beach has been another one of our trusted clients.

In June of 2022, we had the pleasure of working with the marketing team at the resort to develop a local community-based event to drive more local traffic to the resort during the slower summer months.

The team tasked us with conceiving a family, fun weekend-long event. Working with their team, we conceived this event that included:

- Sourcing a local artist to build huge Adirondack chairs that were then painted by local artists throughout the weekend.
- Custom games - hand-painted tower-size jenga games, custom bucket games, and hula hoops.
- Face-painting
- Kona Ice Truck on-site
- Photo-booth
- Sand Artist creating custom designed artwork made from sand
- Prosecco Truck
- Live Music

The event was a huge success for the resort that drove continued incremental business throughout the summer.

*"The Making Waves team made Summerfest at Margaritaville Hollywood Beach Resort a huge success! From event conception to planning and flawless execution, Making Waves offered strategic planning, creativity, and professionalism. They seamlessly fit in our organization like an extension of our marketing department. I recommend Making Waves to anyone looking for a true marketing partnership that delivers results!"*

*-Jennifer Strum, Director of Marketing*







Making Waves Marketing effectively manages the organic social media presence for all five of our client's campuses, spanning across Miami Lakes, FL, West Palm Beach, FL, Columbia, SC, North Charleston, SC, and Charlotte, NC.

Our comprehensive scope of work encompasses content curation and consistent posting across various platforms, including Facebook, Instagram, LinkedIn, and X. What truly sets our success in motion is our strategic approach, which revolves around enhancing content quality and aligning all campus messaging.

The key to our achievements lies in understanding the 'why' behind each post and how it contributes to our overarching goals. By harmonizing the content across all campuses, we facilitate trend adoption for faculty, ensure brand consistency, and maintain a professional and appealing visual aesthetic through photos.

The success is in the numbers. In the one year we have been working on this account the organic growth has been tremendous.

The year-over-year results from 2022 to 2023:

- 782% increase in organic impressions across all platforms
- 866% increase in organic reach across all platforms
- LinkedIn specifically showed a 206% increase in impressions and a 152% increase in reach

# Our Team

---

Our success story is written by the hands of a diverse and dynamic team with decades of collective experience across a spectrum of industries. With each member possessing a rich history in marketing we bring an unparalleled depth of insight that transforms every project into a masterpiece.



## **DIDI MARTZ**

CEO and Founder of Making Waves Marketing. A passionate, creative, professional with a reputation of getting things done. She boasts a career in the live entertainment industry and a thriving, successful marketing firm.



## **STEPHANIE GREELEY**

Stephanie is a remarkably creative and talented marketing professional. Her thoughtfulness shines through in her ability to craft compelling brand messages. Her career in event planning for C Level events allows for an uncanny attention to detail.



## **DONNA GREELEY**

Donna is a straightforward, experienced, marketing professional. Her efficiency, fun-loving and creative personality makes for a perfect marketer. She brings over a decade of experience marketing live entertainment and tourism.



# References

---

We invite you to connect directly with any of our clients to learn more about how our team is in an integral part in their success.

Linda Richardson, VP of Marketing, Blue Stream Fiber  
[lrichardson@bluestreamfiber.com](mailto:lrichardson@bluestreamfiber.com)

Jennifer Strum, Director of Marketing, Margaritaville Hollywood Beach Resort & Spa  
[jstrum@mhbr.com](mailto:jstrum@mhbr.com)

Dana Hutton, Chief Marketing & Enrollment Management Officer, Southeastern College  
[dhutton@sec.edu](mailto:dhutton@sec.edu)



[didi@makingwavesmktg.com](mailto:didi@makingwavesmktg.com)



281-813-5049



[www.makingwavesmktg.com](http://www.makingwavesmktg.com)



# Thank You!

---

Thank you for your consideration.  
We look forward to working with you.



[didi@makingwavesmktg.com](mailto:didi@makingwavesmktg.com)



281-813-5049



[www.makingwavesmktg.com](http://www.makingwavesmktg.com)