

MAMARAZZI

COMMUNICATIONS



Website



Roi

your advisor now!

STRATEGIC MARKETING & COMMUNICATIONS

2025 PRESENTATION



TI'JUANA HARDWELL

FOUNDER

- Integrated Marketing Strategist
- Public Relations Practitioner
- Strong community ties
- Launched 1st business 14 years ago

THE SOCIAL MVP: MARKETING & BRANDING WORKSHOP

Key Takeaways

- Budget-friendly Branding Strategies: How to become a walking billboard
- DIY Marketing Techniques: Tips on using social media, email marketing, and creating engaging content
- Leveraging Community and Networking: Building rapport and relationships

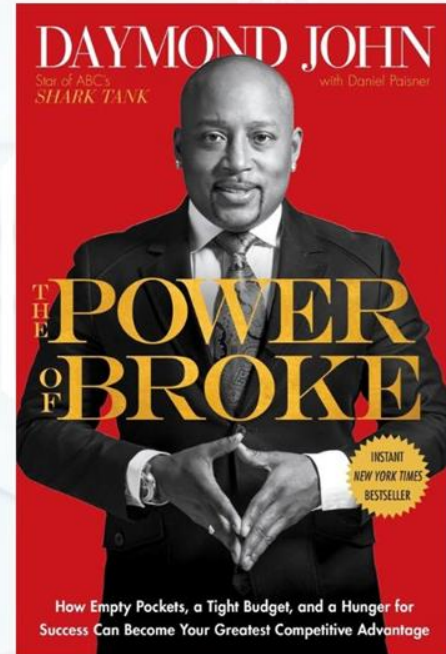
MY ORIGIN STORY



POWER OF BROKE

*How Empty Pockets, a Tight Budget, and a Hunger for Success
Can Become Your Greatest Competitive Advantage*

**"Being broke can actually be
an advantage because it
forces you to be resourceful."**



”

**When you
don't have
any money,
you have to
be creative.**



LEVERAGE SOCIAL MEDIA

Utilize platforms like Instagram, Facebook, LinkedIn and X to create engaging content.

- Make sure that all posts are published from your business page first.
- Share behind-the-scenes looks at your business
- Customer testimonials/reviews
- Highlight those who support your business
- Schedule ahead using Meta Business Suite or other scheduling apps

EVERYTHING IS CONTENT

- Take selfies/usies at networking events
- Tag everyone included
- Recap the event and share takeaways
- Ask for their input as you make decisions
- Engage with your followers
- Take photos or videos of your work/you working

Client REVIEWS

Araceli Amador
Las Aventuras de Araceli



"Their strategic marketing campaign, attention to detail in reviewing my business info, creation of a captivating marketing deck, and coaching on negotiation skills and follow-up systems have all been instrumental in taking my business to the next level."



Visit Our Website
www.mamarazzicommunications.com

Client REVIEWS

Joyea Marshall-Crowley
Kansas Breastfeeding Coalition



"Mamarazzi Communications was very clear, professional, and knowledgeable about the work and service they were providing my organization."



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www.mamarazzicommunications.com

Client REVIEWS

Josh Scott
Country Music Artist



"From the first phone call, she's been a class act, always available and willing to help. I was more than happy with her work and even years later, she still follows, supports and wishes me success."



Visit Our Website
www.mamarazzicommunications.com



 **Tí Juana Mamarazzi Hardwell** is with Robin Sagamang and Tasha Hayes. February 26 · 🌐

It was a pleasure to work with [The Blackprint ICT](#) to design their very first in-store banner!

The Blackprint offers a curated shopping experience that elevates Black-owned brands and creatives. Check out must-have products and merch available at 156 N. Cleveland. Learn more at: [TheBlackprintICT.com](#).

[Mamarazzi Communications, LLC](#) x [Adeas Printing](#)


For your local printing needs, visit [AdeasPrinting.com](#).



 Kelly Kelz, Pamela Addison Valencia and 61 others · 2 shares

 Like  Comment  Send  Share





A circular wheel with 18 segments of various colors (red, blue, green, yellow, orange). Each segment contains a business name. A grey arrow points to the segment labeled 'Chayil'.

Business Name
Jewelry Krush LLC
Just Too Sweet Dessert Boutique
Culture Creations
Juice 101
NCredibly Sweet
Ray Neil's Creation
Noble Nine Bakery LLC
Nubian Hair Collection
The Lumeneir
Elijah's Dream Designs & Creations
Sharon Candle Company
Charcutistry
Everything Polished by Dominique
Chayil
Octo Sci Products
1520 Event Space
Paris Jane Creates
Traces of Flavor
Heaven Scent by Victoria Beauty & Personal Care
Nelson's Kitchen

We have a winner!

Chayil

Close

Remove

Shuffle

Sort

Add Image

Advanced

Jewelry Krush LLC

Just Too Sweet Dessert Boutique

Culture Creations

Juice 101

NCredibly Sweet

Ray Neil's Creation

Noble Nine Bakery LLC

Nubian Hair Collection

The Lumeneir

Elijah's Dream Designs & Creations

Sharon Candle Company

Charcutistry

Everything Polished by Dominique

Chayil

Octo Sci Products

1520 Event Space

Paris Jane Creates

Traces of Flavor


Heaven Scent by Victoria Beauty & Personal Care

Nelson's Kitchen

Version 262

New!

Changelog



Add our bot

to your Discord server and spin wheels from within Discord!

DIY BRANDING MATERIALS

Use online tools and apps that are FREE or low cost to curate your own logos, marketing materials or video content.

Canva



- Logos
- Flyers
- Graphics
- Presentations

vimeo



- Video Editing
- Adding Text to Videos
- Creating Short Videos
- Visual Effects



ChatGPT



- Email Templates
- Project Planning
- Event Planning
- Writing a bio
- Content development

Make the healthy choice for KanCare.



at writes text. You can use it to write stories, messages, or programming code. you can use the AI chatbot as a virtual tutor in almost any subject.



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Learn more



Chat History

Hi, I am the owner of Mamarazzi Communications and I am giving a presentation to entrepreneurs. I recognize that some of the DIY marketing tips and tools that I am suggesting may be intimidating to those who have never tried them or may not feel confident about doing it on their own. Please give me 3 pieces of advice I can give them to encourage them to begin using DIY apps and online tools. Make the advice personable, relatable and short and sweet.

Go

Chat Mode

Choose your Chat Mode

Genius

TOP TRENDING BETS

POPULAR PREGAME BETS RIGHT NOW

-208

OUR BILLS TO WIN
INDIANAPOLIS @ BUFFALO BILLS
11/10, 12:00 PM

-333

MIN VIKINGS TO WIN
JACKSONVILLE @ MINNESOTA
11/10, 12:00 PM

BET AMOUNT RETURN

\$100 \$0.00

BET NOW

GAMBLING PROBLEM?
CALL 877-8-HOPENY/TEXT
HOPENY (467369) (NY).

Mycoplasma bovis.

zoetis

Of course! Here are three encouraging pieces of advice you can share with small business owners about using DIY apps and online tools:

1. **Just Dive In:** "Think of it like learning to ride a bike. It might feel wobbly at first, but the more you practice, the easier it gets! Start with one tool and give yourself permission to learn. You might just surprise yourself!"
2. **Focus on Progress, Not Perfection:** "It's okay if things aren't perfect right away! Every step you take—even the small ones—is progress. Embrace the journey, and remember that every expert started out where you are now."
3. **Find Your Community:** "Look for online groups or local meet-ups for small business owners. Sharing experiences and learning from each other can make the process a lot more fun and less intimidating. You're in this together!"

These points should help alleviate their fears and encourage a more confident approach to DIY marketing!

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Galaxy Z Flip6 | Ring



PROTIVITY

The first modified-live
vaccine for
Mycoplasma bovis.

Protect Your Herd >

zoetis

I really like this. But can you turn this into a social media post for me? At the end of the post, I would like to encourage attendees to contact me for a free consultation should they need additional assistance or have an interest in utilizing my company's services in the future. I want them to know that I'm a resource and in their corner. They can schedule a consultation at calendly.com/mamarazzibookings

Stop

Chat Mode

Choose your Chat Mode

☒ Genius

↺ Regenerate

GIVE

SAVE UP TO

omvoh™
(mirikizumab-mrkz)

AdChoices

IN A CLINICAL TRIAL

93%
WERE HEALED
BY 2 MONTHS*

Skip Ad ▶

colitis.

It is not known if Omvoh is
safe and effective in

out for help:

🌟 Hey Small Business Owners! Ready to tackle budget-friendly marketing? 🌟

Feeling intimidated by DIY tools? Don't worry! Here are three tips to get you started:

1 Just Dive In: Starting can be wobbly, just like learning to ride a bike. Pick one tool and give it a go—you might surprise yourself!

2 Focus on Progress, Not Perfection: Every small step is a win. Remember, even experts were beginners once!

3 Find Your Community: Connect with fellow entrepreneurs for support and inspiration. We're all in this together!

💬 Need more guidance? I'm here to help! Whether you're looking for additional resources or want to explore my services, feel free to reach out for a **FREE consultation**. Schedule now at calendly.com/mamarazzibookings. You're not alone—I'm in your corner!

#SmallBusiness #MarketingTips #EntrepreneurSupport

Feel free to adjust any part of it to better suit your voice!

Copy

Search Web

Summarize

Delete

SAMSUNG

Fashionably
foldable?
That's a flex.

LEARN MORE

Galaxy Z Flip6

AdChoices



VOOLUZNA



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AD

LEARN MORE

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Subaru
Crosstrek
vehicles



Close

This is also great but remove the emojis

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PLACE YOUR TRUST
IN AAA
AUTO INSURANCE



QUOTE NOW

INSURANCE
Auto



USE CHATGPT TO 10X YOUR CODING SKILLS



Disclaimer

This is

PROTIVITY

The first modified-live
vaccine for
Mycoplasma bovis.

Protect Your Herd >

zoetis

Delete

Sure! Here's the revised social media post without the emojis:

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#SmallBusiness #MarketingTips #EntrepreneurSupport

Let me know if you need any more adjustments!

https://nym1-lb.adnxs.com/click2?e=wqT_3QKgAfCfoAAAAAMaxBkFAQiP7ei3BhCp162...

Copy

Search Web

Summarize

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WALKING BILLBOARD

There is no better spokesperson or brand ambassador for your company than you.

- Know your brand inside and out
- Engage with the community
- Connect through personal interests
- Be authentic and self-aware
- Go where the people are

Ask Driving Questions

Business to Consumer

What's the best [.....] you've had this year?

Business to Business

What's the biggest challenge you're facing in your company right now?

BUILD YOUR COMMUNITY: RAPPORT AND RELATIONSHIPS

Don't become a **business card collector**! Cultivate meaningful relationships instead.

- Attend Local Events
- Join Online Communities
- Collaborate with Other Businesses
- Host Networking Events
- Follow Up and Stay Engaged

Ask Driving Questions

Business to Consumer

What are your expectations of a.....?

Business to Business

What does a positive outcome look like for you?

CONSULTATION SERVICE



NO COST. NO OBLIGATION.

Clients can expect personalized and strategic consultation services from Mamarazzi Communications. Led by Ti'Juana "Mamarazzi" Hardwell, a highly experienced consultant, consultations provide innovative and promotional solutions in the field of strategic communications and marketing. With a focus on client satisfaction, Mamarazzi Communications offers project management expertise and tailored services to meet each client's unique needs.

Following the consultation, clients receive referrals for services and cost estimates.

[CALENDLY.COM/MAMARAZZIBOOKINGS](https://calendly.com/mamarazzibookings)

MARKETING CONSULTATION



CALENDLY.COM/MAMARAZZIBOOKINGS

THANK YOU!

Ti'Juana Hardwell
MamarazziBookings@gmail.com
www.MamarazziCommunications.com

Calendly.com/MamarazziBookings
Meetings by Appointment Only

