

Launching the legendary

Tusk PR

marketing strategy &
powerful public relations



Chelsea Sutton | CEO 252-717-9919 | Chelsea@ConsultMent.Agency

**PR THAT GETS HEADLINES, WAITLISTS,
AND SOLD-OUT OPENINGS.**

OUR PROCESS

01



Fit call

No pressure, no pushy sales, just an honest conversation about where your business is if our Marketing and PR services are a fit for your journey.

02



Growth Huddle Session

An intensive interview to uncover what makes your brand unique. This 90-minute session unpacks what's holding you back, what prime opportunities are in the market and will bring clarity to your vision & direction.

03



Marketing Road Map

From the GROWTH HUDDLE, you'll receive a customized roadmap that lays out your clarified brand positioning, target audience, recommended marketing tactics and our customized services to solidify success.

04



Deploy Strategy + PR Campaigns

The roadmap includes tactical recommendations for deploying marketing and PR initiatives to ensure your brand is seen with the authority and trust you deserve.



LEGENDARY LAUNCHES

Amplify your brand, elevate your influence, drive new foot traffic and generate sales with strategic marketing and public relations campaigns.

During the Growth Huddle, we will customize a PR launch package for you that is tailor made for your business stage, goals and target audience, and may include:

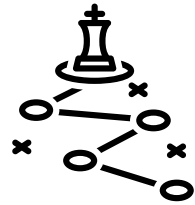
- ✓ Strategic marketing roadmap, PR plan & timelines
- ✓ Unique press release with customized media pitches for local, regional media
- ✓ Representation + scheduling assistance for all features
- ✓ Coordination with outlets, media personalities, stakeholders & venues for features and appearances
- ✓ Reporting on PR inquiries real-time as well as in a campaign or monthly recap
- ✓ Specialized pitches for PRINT, DIGITAL, RADIO, TV, INFLUENCERS, RANKING PUBLICATIONS
- ✓ Launch events recommendations including exclusives, F&F + Influencer campaigns
- ✓ Marketing strategy recommendations for content, sponsorship initiatives and for leveraging coverage across other platforms



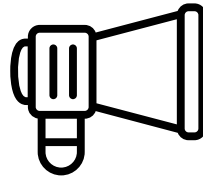
Packages range from \$2k-6k/mo
3 month minimum required

STRATEGIC CONSULTING PURVIEW

Marketing must be a wholistic approach with intentional implementation based on your target audience, goals, budget and timeline constraints. During the roadmap, you'll receive an outline of recommendations on marketing tactics prioritized by time and cost.



Marketing
Strategy + Roadmap
development



PR Campaigns +
Target audience
development



Photography &
Videography



Social media
creation



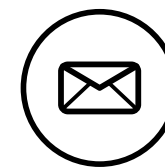
Community &
Reputation
Management



Website Content
+ Design



Graphic Design
+ Editing



Email
marketing



Copywriting



ConsultMent Agency



clients: past & present

- Downtown Chandler, Arizona
- City of Norman, Oklahoma
- Erie County Fairgrounds - 3rd largest county fair in USA
- Westworld of Scottsdale, AZ
- Andretti Indoor Karting and Games
 - Chandler AZ, Grand Prairie, Fort Worth, Glendale AZ, Oklahoma City
- Elliott's Steakhouse (Top 100 Date night in USA)
- AmplifyPlaform.com: Fintech
- The Brickyard Downtown 9+ Cocktail books
- Taco Guild, Phoenix
- The Clarendon Hotel, Downtown Phoenix
- Blue River capital management
- Maple House: Coffee, Beer, Wine, Spirits
- Craft 64: Wood Fired Pizzeria
- The Hidden House: Award-winning New American
- Lazy Bee Spa
- Mill Street Financial
- HomesForGoodAZ.com
- Cowboy Office, Professional Consulting
- National Reining Horse Association
- Arabian Horse Association
- Arizona Quarter Horse Association
- Crepe Bar + Celebrity Chef Jeff Kraus
- Pomodoro Italian, Cave Creek, AZ
- Flyin' K BBQ - Originators of AZ BBQ
- NourishPhx - Food Non-profit
- La Ristra New Mexican Cuisine
- Beyond Stone Solutions: Luxury Flooring
- Westworld of Scottsdale - Event Venue
- All: Artistic Lighting Installs
- AQHA: American Quarter Horse Association
- Lets Lash: Eyelash Salon
- Manny Pacquiao Foundation
- Dolores Sonia: Kitchen + Bath & Design

Strategy reports - Status reports - PR Recaps

Quick reporting

email, word doc & spreadsheet tracking

- YouTube Tutorials / Searchable Looms
 - Accompany support articles.
 - Continuously add these over time.
 - Update irrelevant information to keep area useful.
- Social Media content - organic
 - Repurpose each blog post into 2 to 3 social posts
 - Facebook, IG, Twitter, LinkedIn - link back to website
- LinkedIn
 - Encouraging Staff and IARs to be active/share articles that drive back to website.
- Medium Articles
 - Write content that establishes expertise (think about doing this from William/CSuite team members personally) and drives traffic to a solution on the website.

monthly + Quarterly media recap

[illegible]

TV Coverage

Good Morning Arizona



Date: April 18, 2024
Local Time: 8:51am
Category: News
Market / Network: DMA 11 Phoenix
(Prescott), AZ

Est. National Audience: 37,840
Est. National Publicity Value: \$10,764

Est. Local Audience: 37,840
Est. Local Publicity Value: \$10,764

Fox 10 AZAM



Date: April 19, 2024
Local Time: 8:40am
Category: News
Market / Network: DMA 11 Phoenix
(Prescott), AZ

Est. National Audience: 28,339
Est. National Publicity Value: \$38,164

Est. Local Audience: 28,339
Est. Local Publicity Value: \$38,164

*all publicity values are based on Critical Mention values



about ConsultMent Agency

- Founded in Arizona in 2012
- Serves markets across USA including AZ, TX, FL, NC
- Team of FT leadership staff & 15+ vendors
- Top 5% Wordpress Designer (LinkedIn, 2023)
- Top 10% Canva Design creator (2023)
- WP Engine Advanced Strategic Preferred Partner
- Chandler Chamber member
- Local First AZ member
- American Horse Council Member
- League of Agricultural and Equine Centers Member
- Business insured
- **Chelsea Sutton, Amazon best selling author, 2021**
Adjunct Marketing Instructor, ACU, 2019-2022



CEO & Founder
Chelsea Sutton
252-717-9919

Cheslea@ConsultMent.Agency
Downtown Chandler, AZ



key relationships - clients

With over 275k residents now, Chandler, Arizona has seen such diverse growth and Chelsea & the ConsultMent team are able to evolve and grow our businesses with the community.

They are extremely responsive and **understand the ever-changing needs of a business owner**, and the **customer** and can adjust to meet those needs.

Having developed (4) brands from high-end steak and seafood to a family-oriented coffee house, **Chelsea's team knows how to position each uniquely** and develop marketing approach for them all.



Gavin Jacobs
Chandler Hospitality Developer

Brickyard Downtown
The Hidden House
Elliott's Steakhouse
Maple House (Coffee + Wine)

Working with Chelsea has changed my mindset on Marketing and PR. Chelsea made the process easy, clear, fun.

Celebrity Chef Jeff Kraus,
Crepe Bar Owner
Food Network
Chopped
Vegas Prize Fight
Supermarket Stakeout





key relationships - clients

"I met Chelsea a few years ago and knew that I would hire her and her husband Travis as soon as I had the chance. We now use ConsultMent for our social media and website. They are wonderful to work with."

Beth Fiorenza
Downtown Chandler (DCCP)
Past Executive Director
Nourish Phoenix. Non-profit
Executive Director

ConsultMent has helped us so much over the last 7 years. Your team hits deadlines on everything from **social media promotions, special events, print material and even on-site setup for special occasions.**

The ConsultMent team helped us create SOPs so that our team is equipped to use technology platforms to their fullest and is always available to troubleshoot or relay information to management. Working with ConsultMent is easy!

Ashley Cook
Brickyard Downtown
Award-winning Cocktail Bar



"I hit one million subscribers! You had so much to do with it. I appreciated attending your social media seminar."

Alani Jimenez,
Worlds Fastest
Caricature Artist



CASE STUDY: NEW LOCATION LAUNCH SOCIAL + PR

Andretti Indoor Karting & Games - Location Launch (social + PR)
Winter 2023 - Spring 2024

problem

The national organization with over 8 locations had no previous presence in Arizona and no connection to the local media, influencers and community.

results

ConsultMent sourced PR solutions, launched socials, yelp, google, apple maps & coordinated launch events including a F&F, VIP Ribbon cutting + private executive event for corporate leadership.

RECORD BREAKING REVENUE

Andretti Chandler's first month broke records across all locations, and experienced one of the best Friday sales in company history.

500 VIP ATTENDEES

28M PR AUDIENCE

8.5M SOCIAL IMPRESSIONS

22 INFLUENCER COLLABS

- Opening day line that wrapped around the building
- Grew social accounts larger than corporate accounts
- Garnered over 30+ local influencer visits, posts and tags for viral attention
- Andretti continues to use ConsultMent to open 5 locations across country within next 12 months



CASE STUDY: LAUNCH + REBRAND Amplify Platform

Brand Redevelopment & Website Build 2023 for fin-tech brand

problem

- It was time for a new website (launched before a large conference)
- Their current logo was often confused for a medical company
- Designs were dated and didn't leave a "new technology" impression

goals

- Increase Users and AUM (assets under management)
- Represent complexity of tech in a seamless story.
- Increase brand awareness among innovative leaders.

results

- 44% in website traffic garnered from organic search.
- 10+ page website with tabular systems to distill robust copy into consumable content.
- Content and brand featured at Wealthies, MarketCounsel and in Wealth Management Magazine.
- C-suite executives utilizing weekly social content to reach their 5000+ professional network.
- Within 2 years, increased AUM from \$2 Billion to \$18 Billion



CASE STUDY: LAUNCH + DESIGN COCKTAIL BOOKS

The Brickyard Downtown - Historic Restoration

20

Page Custom-Artwork
Cocktail Book

27+

Menus designed &
Launched for single concept

9

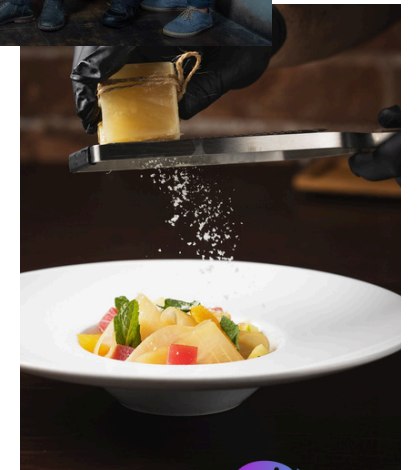
Years on
Retainer

1 of 4

Concepts Launch for this
Arizona Developer

250,000

Customers Served Annually (across
Brickyard & Hidden House)



CASE STUDY: REJUVINATE DESTINATION DINING



Taco Guild - Phoenix Destination Restaurant

75-day campaign - \$2,600 in ad spend

47%

Email Open Rate

31% ↑

Monday foot traffic y/y

\$57,000 ↑

Increase in patron spending

38% ↑

Webpage views



CASE STUDY: NEW LOCATION LAUNCH

Launching Maple House - Chandler AZ



2

cups custom-designed
(hot and cold in 4 sizes)

3

launch events (community,
Media + F&F)

5

Menus Launched

Developed a media & an influencer campaign and invited key influencers to visit Maple House and share their experience on social media well into 2024, causing a “viral” sensation.

Media coverage included several local and statewide publications such as **Good Morning Arizona**, **SanTan Sun**, **AZ Central**, **Yelp Phoenix** & **The Chandler Arizonan**.



40,000

profile clicks on Instagram

1,161,000+

views in first month of social reels
through influencer collabs

Grand opening

Opening lines around the block

MAPLE
HOUSE
EST. 2022



custom sketch of Downtown Chandler skyline by the ConsultMent Agency

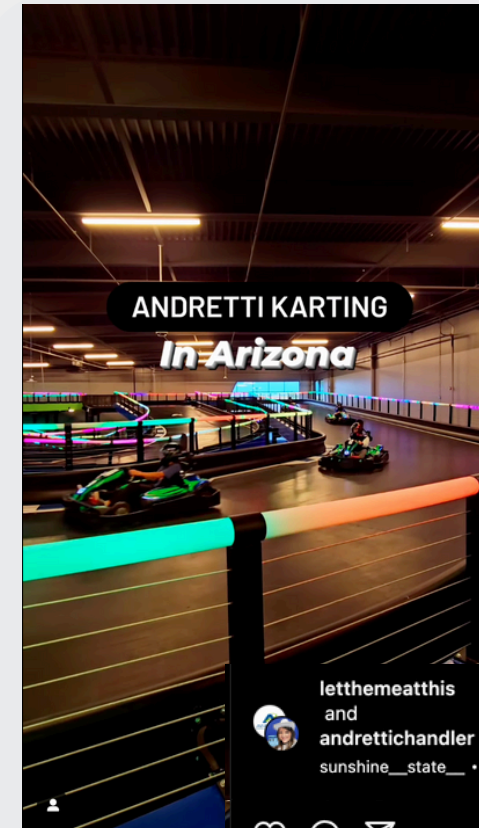


influencer relationships

ConsultMent maintains a network of over 200 food, entertainment and experiential influencers across Phoenix to strategically partner with for necessary campaigns & launches.



@WriteOnRubee
28k Followers

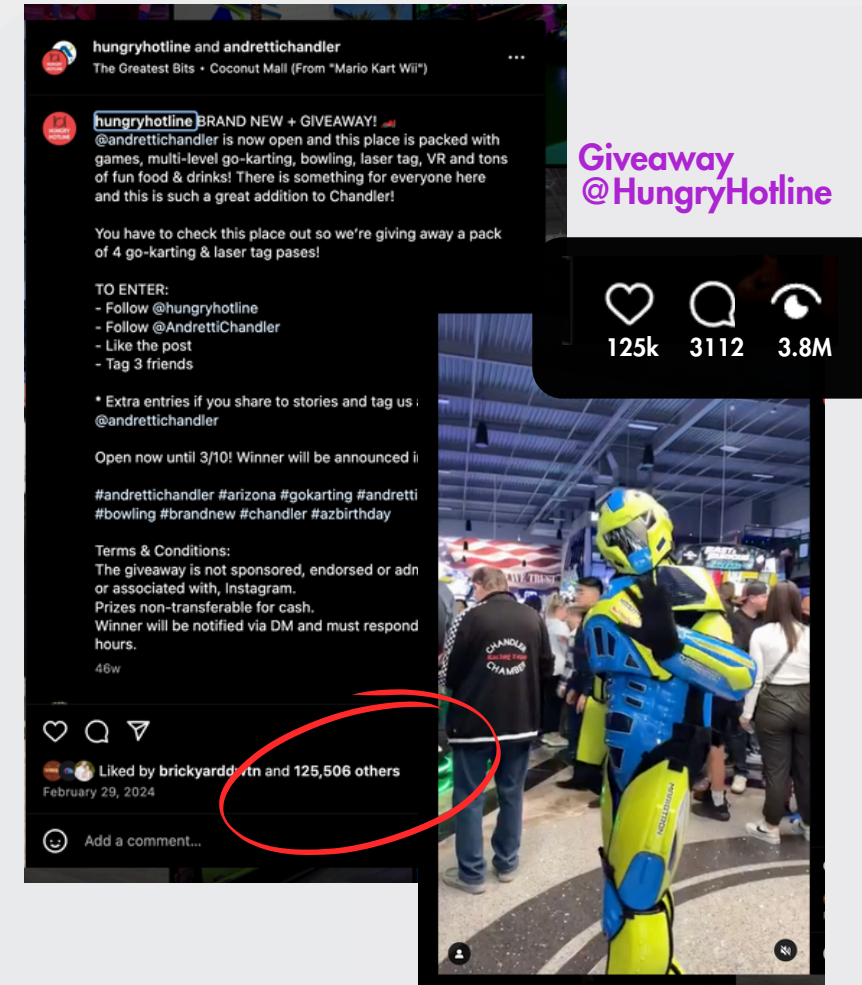
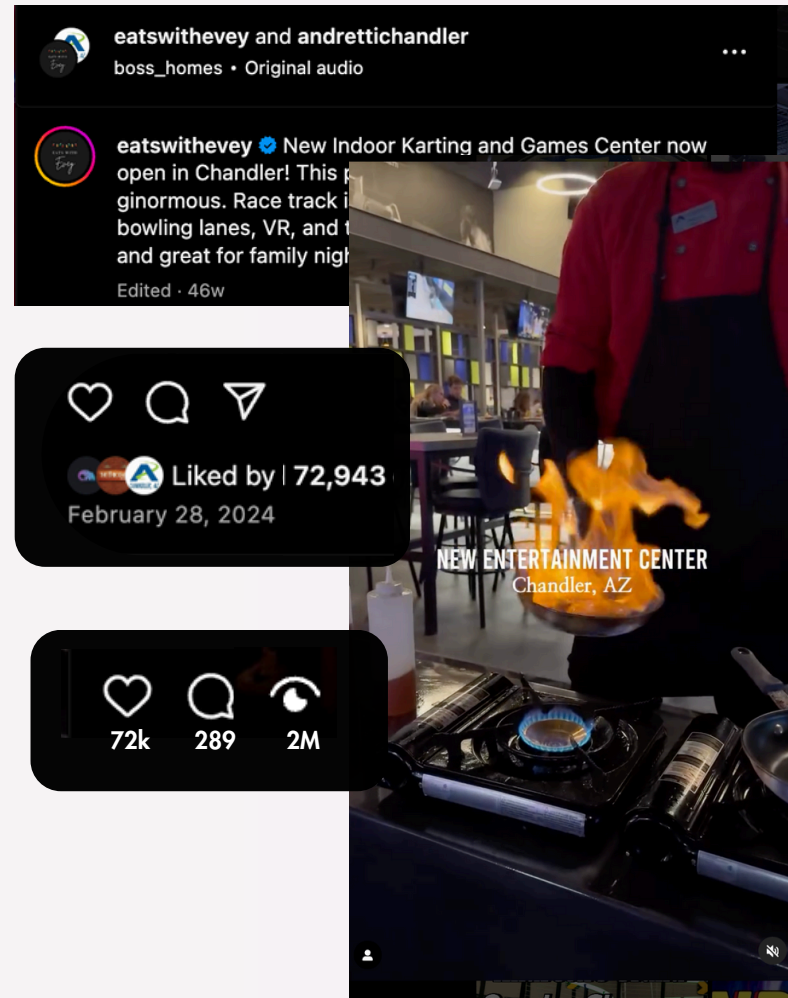


@LetThemEatThis
307k Followers

23k likes

influencer examples

@EatsWithEvey



next step

to inquire about our process and availability, reach out to Chelsea for a 15-minute complimentary fit call.



Current wait list

Accepting clients with a start date 30 days out.

Intent-to-engage must be received a minimum of 30 days prior to desired start date.

Availability on a first-come-first-serve basis.



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