Integrated Arizona Marketing Firm, Off Madison Ave, Launches New Online Social Media Tools

*Marketing and business consulting firm unveils blogs and ‘New York Minute’ e-newsletter to engage and inform.*

Phoenix, AZ (PRWEB) February 15, 2007 -- Off Madison Ave, a fast-growing collaborative marketing and business consulting firm, announced today the launch of two new social media tools designed to keep clients, prospective employees and the broader public appraised of industry news, trends and expert opinions. The firm’s employees post regular industry-focused blogs on topics ranging from Super Bowl ads to political pundit podcasts to viral marketing tactics and trends. Additionally, Off Madison Ave is producing a bi-monthly “New York Minute” e-newsletter debuting on Feb. 15 that covers the latest in marketing news, trends and opinions and features noteworthy industry articles.

“These new social media tools afford the firm the ability to address a wide range of current topics in marketing, advertising and public relations while disseminating useful information on industry best practices to site visitors,” said David Anderson, Off Madison Ave president and managing partner. “With the addition of the blog and e-newsletter, our site is a valuable forum for gathering industry news and opinions, developing business ideas and capitalizing on social and professional networking opportunities.”

The blogs appear on the firm’s Web sites at [www.offmadisonave.com](http://www.offmadisonave.com) and at [www.mightyinteractive.com](http://www.mightyinteractive.com), the firm’s [Internet marketing strategy](http://www.mightyinteractive.com) division’s home page. Visitors to either site can submit comments on the blog postings and can also sign up for the “New York Minute,” e-newsletter formerly known as the “Mighty Messenger,” by entering their e-mail information in the opt-in section.

“The topics covered in these communication vehicles are intriguing, relevant and entertaining, and they have generated an increase in traffic and positive feedback from clients and visitors to the site,” said Anderson.

While the Off Madison Ave blog offers a sampling of industry news and marketing solutions, it also offers readers valuable insights from the diverse group of professionals who make up the full-service marketing firm - - recent blog postings have covered online media tools, viral marketing stunts and commercial critiques, with new postings daily. The Mighty Interactive blog serves as a valuable source of information for business-to-business marketing and features useful commentary focused on online media trends such as understanding Web 2.0 and creating a profitable Web presence. Lastly, the “New York Minute” focuses on all aspects of marketing from public relations to interactive programs to traditional advertising and includes noteworthy articles on industry Web sites and original stories. To save subscribers time, the e-newsletter breaks down the articles and presents the most relevant and interesting points.

**About Off Madison Ave**

Off Madison Ave, a [Phoenix marketing](http://www.offmadisonave.com) and advertising agency, redefines what it means to be an agency, not just on paper, but by delivering collaborative and results-focused strategies. As a full-service business and market consultant, Off Madison Ave develops and executes comprehensive communication strategies helping to raise clients’ brand awareness and revenues. In other words, Off Madison Ave not only understands marketing, but truly understands business.

Recently named one of the “Best Places to Work” by the Business Journal of Phoenix, Off Madison Ave
specializes in marketing and business consulting in the areas of new media, strategic planning, interactive, public relations and media interaction, advertising, market research and strategies, and media. In 2005, Off Madison Ave acquired Arizona internet marketing firm Mighty Interactive to provide its clients with industry-leading interactive marketing services. Off Madison Ave is heralded as the No. 1 public relations and Internet marketing firm, and one of the top two advertising firms, by Arizona Business Magazine. A sampling of clients include: Coldstone Creamery, Nike, Vitabath and Claire Burke, The Arizona Republic, DMB Associates, Inc., PremierGarage, APS/Pinnacle West Corporation, Cruise America, Arizona Highways, Farnam Pet Products, The Little Gym International, Fairytale Brownies and many more. Visit www.offmadisonave.com or www.mightyinteractive.com for more information.

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