

BRIDGING THE GAP BETWEEN **LATINOS** & **YOUR BUSINESS**

DESIGNED TO DELIVER THE ENTIRE LATINO AUDIENCE TO YOUR BUSINESS



Mary Rabago
Productions

MARY RABAGO PRODUCTIONS
TRUST. CREDIBILITY. RESULTS.

MEET MARY

MARY RABAGO
CEO & PRESIDENT
MARY RABAGO PRODUCTIONS



Born in Sonora, Mexico, from humble beginnings, Mary worked her way through high school and college, earning her degree and status as an American citizen. She began her career in radio, eventually becoming a television news anchor for Univision Arizona and Univision California. She also served as a correspondent for such popular national programs as “Noticiero Univision” and “Primer Impacto,” earning recognition as one of the “Top 10” Latino women in media with extensive presence on both sides of the US, Mexico border. Mary has demonstrated her versatility and expertise as a journalist, news anchor, reporter, producer, and writer. She has used that versatility in her role as an entrepreneur and owner of Mary Rabago Productions where she has developed successful multicultural, multimedia marketing campaigns for her clients. Her strategies have made her an indispensable collaborator with traditional agencies seeking to expand into the Latino marketplace. As a trusted and credible voice and brand in the Latino community, Mary also serves as the “face” of many businesses, connecting them with the buying power of the Latino community.



MEET MARY

MARY RABAGO
CEO & PRESIDENT
MARY RABAGO PRODUCTIONS

IMMIGRANT ●

MOTHER ●

JOURNALIST ●

STORYTELLER ●

SPEAKER ●

ENTREPRENEUR ●

TRUSTED COMMUNITY LEADER ●





THE MARY RABAGO PRODUCTIONS STORY

“YOUR BRIDGE TO THE LATINO COMMUNITY”

Built on the foundation of a 26-year career in Spanish language media, Mary Rabago Productions is a full-service production and social media marketing agency uniquely positioned to help brands create authentic connections with the Latino market. Mary has spent her career building trust and credibility with the community as an award-winning journalist, TV news anchor and personality for Univision. Now as an entrepreneur, she and Mary Rabago Productions assist companies and brands inspire the same kind of confidence with Arizona’s Latino consumers.

Born in Sonora, Mexico, Mary embodies the grit and determination of the new American immigrant community and is fluent in their culture and language. This fluency and expertise with the Spanish speaking community has created consulting and collaboration opportunities for Mary Rabago Productions with General Market and Multicultural agencies alike to ensure the needs of the total Latino market are addressed.



OUR SERVICES

We employ **the power of storytelling** to connect the heart of the Latino community with the values of our clients, creating cross-cultural relevance and lasting connections.



**SOCIAL
MEDIA
MARKETING**



PRODUCTION



**COPYWRITING
AND
TRANSCREATION**



**MEDIA
PLANNING
& BUYING**



**BRAND
INFLUENCER/
SPOKESPERSON/
STORYTELLER**

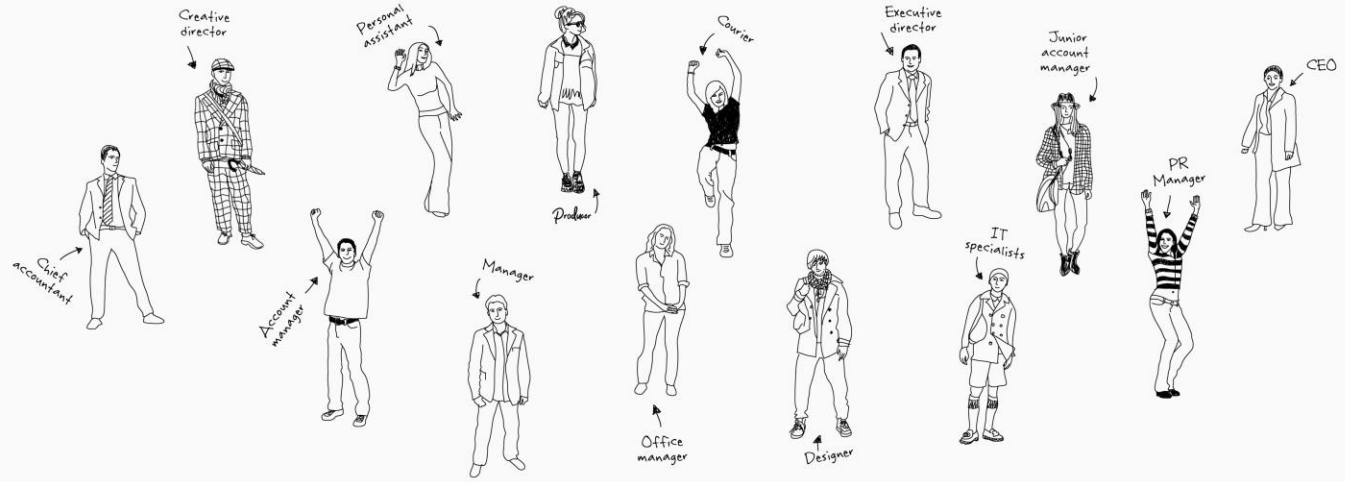


**CUSTOMER
SERVICE/
CULTURAL
SENSITIVITY
TRAINING**



OUR TEAM

Mary Rabago Productions brings together the diverse, bilingual and bicultural talents of a team that includes writers, producers, digital and social media experts, designers and other creative talent. Together we are collectively passionate about becoming your bridge to the Latino community.



OUR CLIENTS



Chicanos Por La Causa, Inc.
A PROMISE OF OPPORTUNITY



MARICOPA
COMMUNITY COLLEGES



UnitedHealthcare®



Mary Rabago
Productions



CLIENT TESTIMONIALS

ALFREDO GUTIERREZ

AUTHOR/POLITICIAN/COMMUNITY LEADER

[VIDEO](#)

MARIA HARPER-MARINICK

DISTRICT CHANCELLOR FOR MCCCC

[VIDEO](#)



Mary Rabago
Productions

OUR RECOGNITIONS

LOCAL AND NATIONAL JOURNALISM

EMMY ●

APTRA ●

GRACIE ALLEN ●



BUSINESS

Outstanding Women in Business (Phoenix Business Journal) ●

Entrepreneur of the Year (Latina Style Magazine) ●

Entrepreneur of the Year (Cox Communications) ●



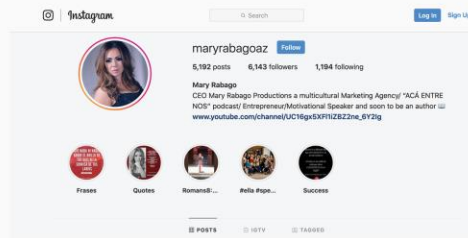
PRESENTS
Business Journal



OUR PLATFORM

The Power of our Social Media Platform and Trusted Influencer status with the local Latino market delivers results for clients.

INSTAGRAM



FACEBOOK



TWITTER



Mary Rabago Productions



OUR AUDIENCE INSIGHTS

INSIGHTS



Page Insights

Oct 28 - Nov 24

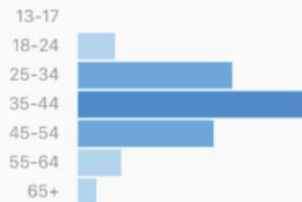
Last 28 days ▾



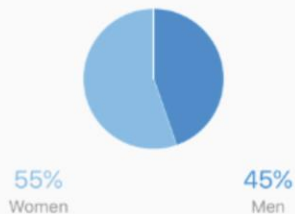
AUDIENCE

Age Range ⓘ

All Men Women



Gender ⓘ



IMPACT

Discovery ⓘ

2.3M
 Page Reach
 ▲ 1.1M last 28 days

14.2K
 Page Views
 ▲ 2.5K last 28 days



THE LATINO OPPORTUNITY

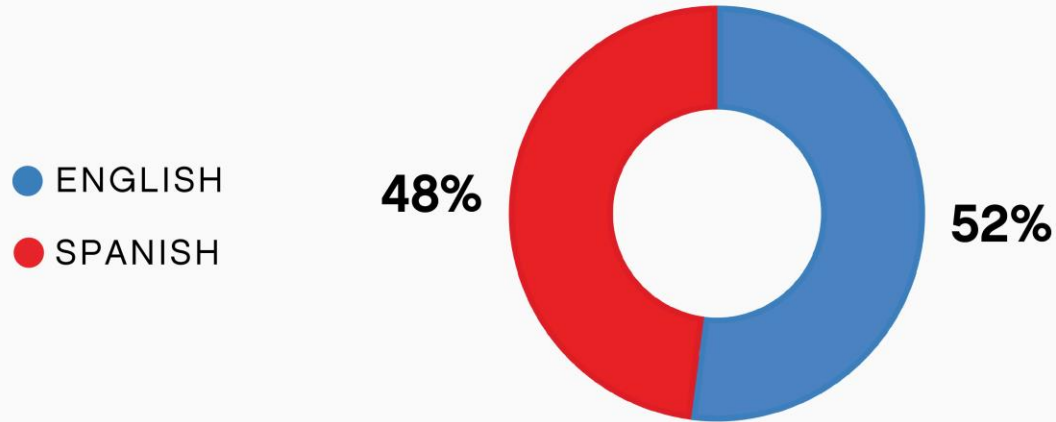


LATINOS IN ARIZONA



SPANISH IS CRITICAL TO CAPTURING LATINOS

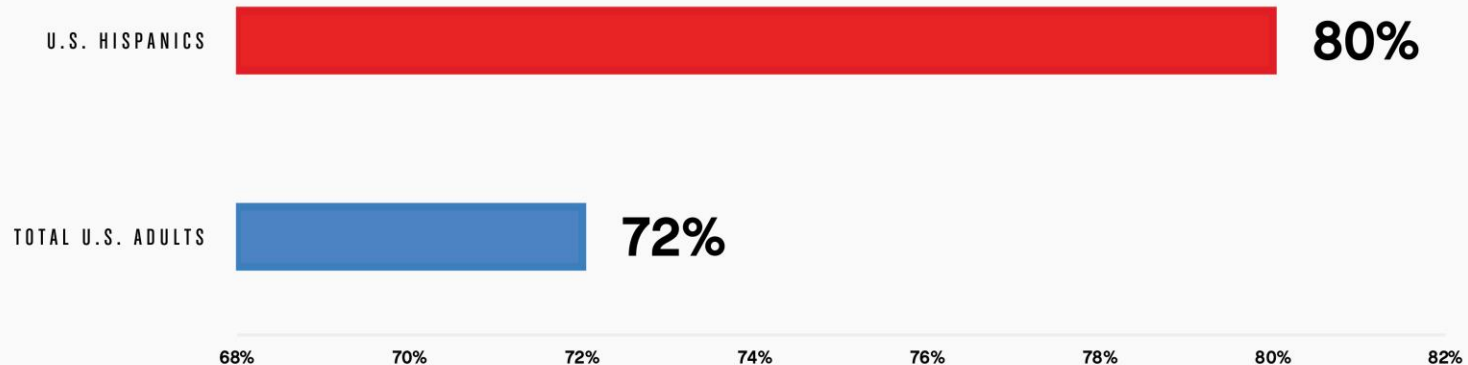
LANGUAGE USED BY LATINOS WHILE ONLINE



Source: The Wall Street Journal, YouTube Rolls Out Ad Targeting Tool Geared for Hispanic Audiences, March 2015
blogs.wsj.com/cmo/2015/03/11/youtube-rolls-out-ad-targeting-tool-geared-for-hispanic-audiences/

LATINO ADULTS HIGHLY ENGAGED IN SOCIAL MEDIA

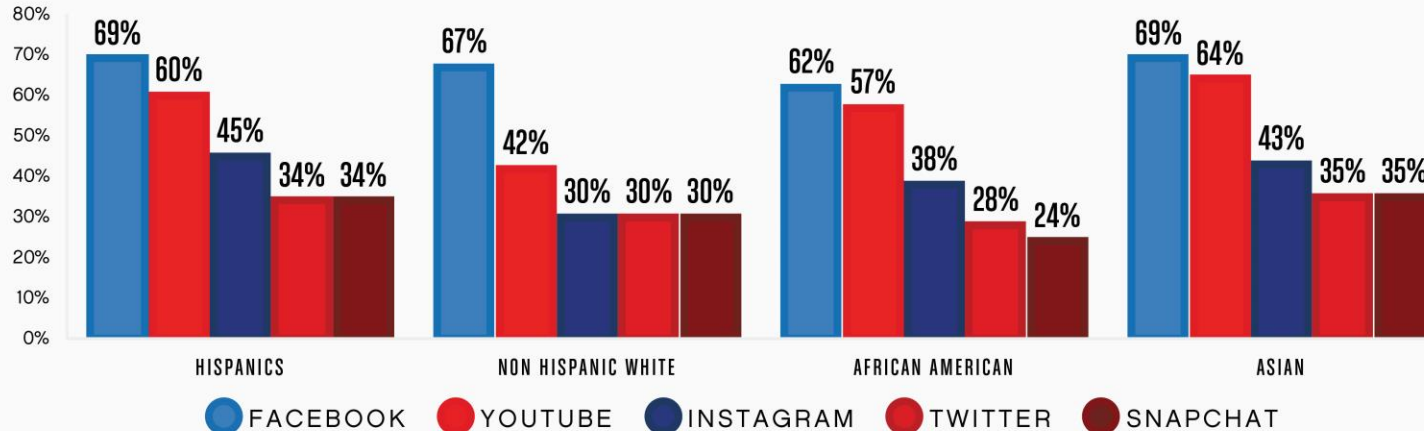
PERCENTAGE OF ADULTS ENGAGED IN SOCIAL MEDIA



Source: MarketingProfs, How To Effectively Market To The Growing US Hispanic Market, July 2015
www.marketingprofs.com/articles/2015/2815/how-to-effectively-market-to-the-growing-us-hispanic-market#ixzz3wt180kpn

TOP 5 SOCIAL MEDIA PLATFORMS BY ETHNIC/RACIAL GROUP

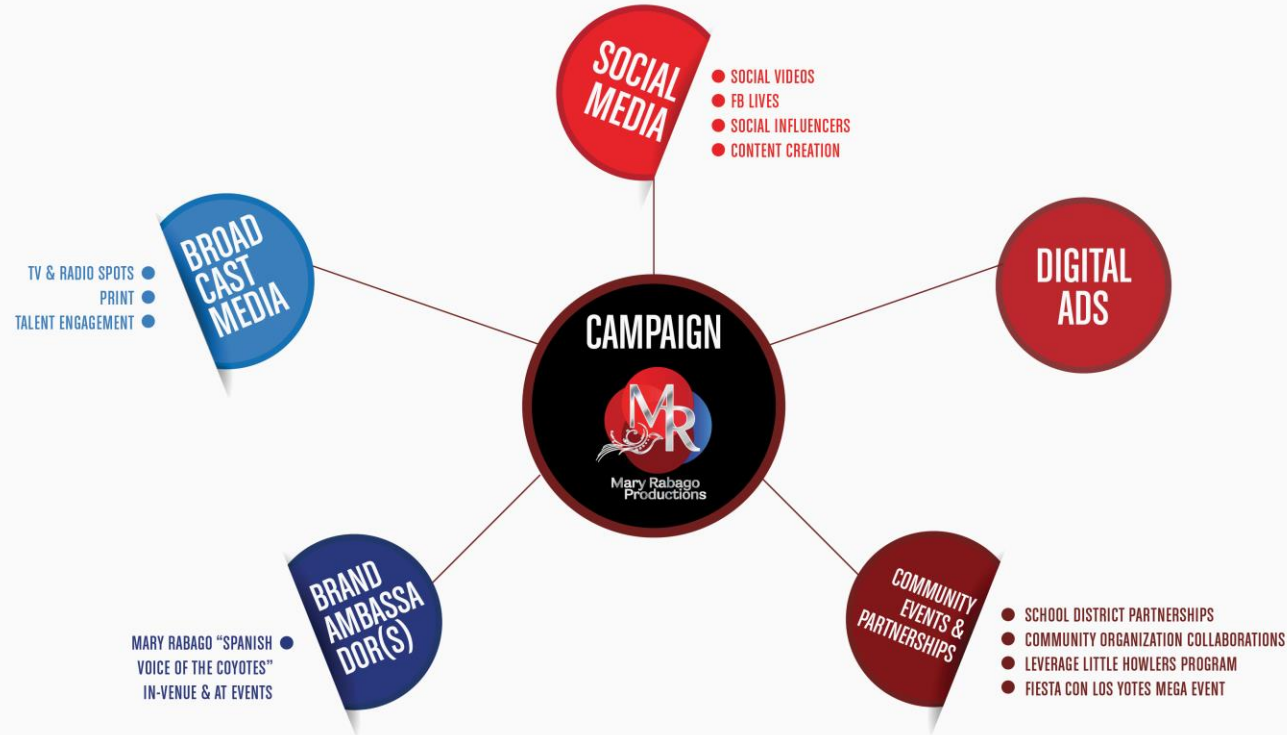
PERCENT OF ETHNIC/RACIAL GROUP



Source: thinkknowresearch.com/blog/new-report-social-media-digital-usage-in-2018/



MULTI-TOUCH POINT STRATEGY





Q&A

MARY RÁBAGO | **INDEPENDENT JOURNALIST/ENTREPRENEUR**
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GRACIAS!

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