

Martz Parsons Celebrates One Year

Written by Christina Tetreault

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October marks the one-year anniversary of The Martz Agency officially changing not only its name, but, its entire structure to officially be running as Martz Parsons. Last year, GoDaddy web-hosting firm founder, Bob Parsons bought the Martz Agency. Within the last twelve months, the staff could not be more ecstatic to announce its development and changes.

-The staff has more than doubled in size including the addition of a Chief Digital Officer, Chief Creative Officer and Chief Operating Officer/Financial Officer.

-Developed of a full-service digital department: SEO, PPC, Web development, digital marketing.

-Created a new website and website launching period

-Affirmed new clients and expanded services for existing clients

We caught up with the busy and fluttering Carrie Martz, continuing lead as CEO, to hear more details on their one-year anniversary of officially being Martz Parsons.

Q. Why did Bob Parsons decide to buy the Martz Agency? What was the atmosphere like when he first came on board?

A. Bob Parsons decided to buy the agency first because he looks at advertising not as an expense, but an investment, and he likes to control those investments on his balance sheet. Besides, he is a marketing guru and should have his own agency. Bob doesn't work at the agency – he manages by absenteeism. We have regularly scheduled update meetings and he is available if we need him. We are in the process of building a new home for the agency in Scottsdale and Bob will have a presence there.

Q. What has been the most influential change that Parsons has brought to the agency?

A. By far it has to be his philosophy on how to build a great culture that people love being a part of. Bob has given us the opportunity to find the best people in the business – even before we have the business to support them. Find the best people, give them the best environment and tools to work with, take care of your clients and the business will grow.

Q. Tell me about your new website that launched. How it will benefit the public and clients?

A. We are launching it (the website) in phases. We are excited to show off the great work and results we are getting for our clients. In the future, we will be highlighting our new video department, marketing tips, and who knows... perhaps a video blog from Bob.

Q. What are your hopes for this next year? What can current and future clients look forward to?

A. Next year is a huge transition year for us. We will be moving in to our new building, adding a full service television and production studio and even more capabilities in our digital offering. Bob has committed the resources to give us tools that no other agency in the west has. We see our reach to continue outside our state as well.

Q. What are you most proud of this past year?

A. The agency doubled in size – that's a lot of work in one year. But personally, I am most proud of the fact that we work for a man that has set a new standard in philanthropy. Through the Bob and Renee Foundation \$1,000,000 is donated every 10-days to charity. This is who we work for. How great is that?

Q. And on a more personal note, what are your biggest passions in life?

A. My kids and my new granddaughter. Of course, my new position with Martz Parsons is playing a huge role in my life, and I absolutely love it.

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The logo for Martz Parsons, featuring the company name in a bold, italicized, sans-serif font. The text is white and is flanked by three slanted parallel lines on both the left and right sides. The entire logo is set against a solid red rectangular background.