

2017 MEDIA KIT

About The Blog: TheDirectionDiva.com is a site created to inspire and connect readers with strategies, resources and information to navigate the obstacles and challenges of military and small business life.



Judy Davis is known throughout the military community as the Direction Diva and is a motivational speaker, published author as well as military life and teen suicide prevention expert. Co-founder of DASIUM.net, Judy's books [Right Side Up](#) and

[Warning Signs: Is Your Teen at Risk?](#) as well as

the essay "My Son's Battle" in [Stories Around the Table](#) are go to resources for families.

Judy is an active duty military spouse and successful entrepreneur known to reveal the unspoken truths of military and small business life. She is an expert at providing action oriented solutions to individuals, businesses and families across the nation.



the
DIRECTION
Diva

Combined Social Media Reach: 36,054

As of Jan 1, 2017



28,827



3,446



1,603



638



303



1237

Monthly Page Views: 7,358

Monthly Unique Visitors: 6,850

Past Brand Partners:



"One of Judy's biggest contributions to our project has been connecting us with the military community..."

As a result of her guidance and efforts, we were able to more than double our recruiting rate..."

- Elizabeth Allen

University of Colorado, Denver

"Judy Davis has provided consulting and social media services for all 3 of my business ventures. What is of greatest value to me, is how she helped me identify my strengths, find my marketable services and expand my reach. The result being systems and programs that function smoothly and get results."

-Judy Malinowski MALLP

The Readers

The Direction Diva readers are primarily from the military and small business communities and interested in creating a better life for themselves and their families. They engage with information, products and services that support them in living a stress free and productive life.



Socially-Savvy

Readers are fully immersed in social media using technology to improve their daily lives. They are quick to share and engage and live a digital lifestyle.



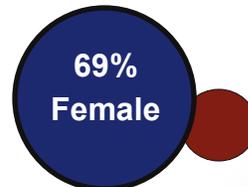
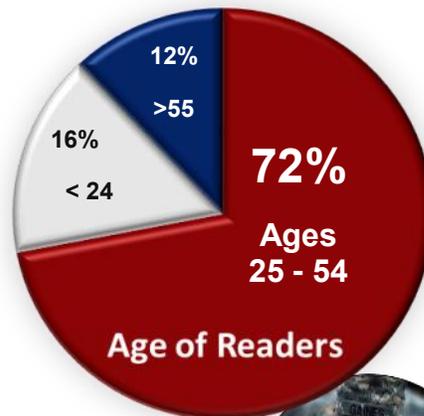
Brand Loyal

Our community has a high degree of brand loyalty and share freely about their experiences.



Patriotic

Love of country and high respect for our veterans and service members is characteristic of my readers. They are quick to frequent military affiliated businesses and those companies who support the military community.



The Direction Diva brand supports the military and small business community in a variety of ways. Online and off I speak and write about topics that provide direction in business and personal life. Sample Topics include: Stress Relief, Small Business Tips, Growth Strategies, Life Balance, Handling Change and more.

Services

Motivational Speaker
Social Media Campaigns
Sponsored Posts
Sidebar & Feature Ads
Website/Event Sponsorship
Brand Advocacy/Ambassadorship
Military Lifestyle Consulting
Social Media Consulting
Small Business Coaching

Regular Features

- ★ Daily Social Media Posts/Engagement
- ★ Weekly Articles
- ★ Expert Interviews
- ★ Military Spouse & Small Business Events

Let's Work Together

A partnership with me allows you to connect with the military community and develop a lasting relationship with a loyal and engaged audience.

Judy Davis - The Direction Diva
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