



# Mclvor Marketing

PHOENIX, AZ

Heidi Mclvor-Allen was the first member of her family to graduate college, earning a degree in Entrepreneurship and Marketing from Central Michigan University. After gaining more than a decade of marketing and digital experience in the entertainment and automotive industries, she fulfilled her dream of starting her own business by launching Mclvor Marketing.

In working with her clients, Heidi takes a holistic look at their business and marketing strategies with a focus on small, intentional changes that can have a significant impact on measurable, data-driven results—and social media marketing is ripe with these kinds of opportunities. Not only does Heidi advise her clients on how best to leverage Meta technologies, but she also uses them herself to spread awareness for her own business and reach potential clients.

“Facebook and Instagram—along with my website—are my virtual doorsteps to the world,” Heidi said. “Of the people I reach through Meta apps, 50-60% eventually become clients.”

Expanding further into the media space, Mclvor Marketing is working with outlets across the world to create multimedia hybrid experiences, which Heidi is convinced will be a legacy of the pandemic and a key aspect of how we all do business going forward.

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Nearly 25% of my revenue comes from clients who hire me to help them market their businesses through Facebook, Instagram and other social media platforms.”

— Heidi Mclvor-Allen, Agency Owner,  
Mclvor Marketing