



PRODUCT & SERVICE CATALOG 2026

- MAKE YOUR BRAND UNFORGETTABLE -



**Farrow
Communications**

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ABOUT FARROW COMMUNICATIONS

Farrow Communications is a full-service public relations and digital marketing agency located in Buffalo, NY. Founded in 2013 by Dave Farrow (*the two-time Guinness Record Holder for Greatest Memory*), the agency has a reputation for creating "memorable" marketing and publicity campaigns. Representing a diverse range of clients across industry sectors and global markets, Farrow Communications makes brands "unforgettable."

Arden Izzo

Media Relations Manager ✉ arden@farrowcommunications.com

Arden Izzo has followed her curiosity from the highlands of Peru to the CERN Nuclear Collider in Switzerland and many countries in between. Now a Media Relations Manager at Farrow Communications, this Buffalo native indulges in her love of writing & storytelling. With a Bachelor's degree from SUNY Fredonia & a Master's degree from Canisius College, she embraces a life-long approach to learning. Arden concentrates on media relations, client management, & social media strategy. A digital native with a passion for food, Arden can be found outside the office reading high-end restaurant menus.

Maddie Czworka

Media Relations Specialist ✉ maddie@farrowcommunications.com

Maddie Czworka has been a Media Relations Specialist since November 2021! She has Bachelor's Degrees in Communication & Sociology and a Master's Degree in Health Communication from the University at Buffalo. She has a particular interest in women's and overall health authors and clients. Maddie has experience working with the media & non-profit organizations. When she's not at work, she likes hiking & watering her plants!

Malayika Mehra

Media Relations Specialist ✉ malayikamehra@farrowcommunications.com

Malayika is an alumna of the University at Buffalo, having earned a Bachelor of Science degree in Marketing and Finance, with a minor in Higher Education. With an unwavering passion for brand storytelling and media-centric marketing, Malayika's journey has traversed continents and industries. Originally from India, Malayika has pursued their passion in a dynamic array of sectors, including marketing for mortgage, gastronomy, recreation, and camping enterprises. In their spare time, Malayika focuses on artistic pursuits, from crafting jewelry and intricate henna tattoos to preparing diverse cuisines.

2 ABOUT DAVE FARROW

Farrow Communications CEO Dave Farrow is best known for his brainpower. He is the 2x Guinness World Record holder for greatest memory. To earn the title, Farrow recalled the exact order of 59 decks of shuffled playing cards using 'The Farrow Memory Method'. This method was originally invented to combat Farrow's dyslexia and ADHD and is now a unique memory system backed by a double-blind neuroscience study at McGill University.

Farrow is first and foremost an entrepreneur who mastered PR to promote his own business. He took his skill in memory and developed several educational and consumer products and used PR and publicity as his primary sales tool. He has been a featured guest expert on over 2,000 interviews in the media including multiple appearances on *Dr. Oz*, *The Today Show*, *Steve Harvey*, *Live! With Regis and Kelly*, *Fox and Friends*, *Discovery Channel*, *QVC*, *BBC*, *Science Channel*, and many others. Farrow was also the star of a CBC documentary and he won the \$50,000 prize on the Fox TV show *SuperHuman*.

Today, Farrow uses his keen understanding of the brain in the public relations and marketing sector. As the CEO of Farrow Communications, he applies his expertise and experience to help clients increase media exposure, accelerate sales, and achieve market dominance.



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INDIVIDUAL PRODUCTS AND SERVICES

PROMO MATERIAL & PUBLICITY ITEMS

MEDIA PITCH FLYER / MEDIA ONE PAGE (\$350)

- *Want more people to know about your story? Getting media interviews and digital/print coverage is key. We will develop your message into a story that is topical, newsworthy, and attention-grabbing and design a physical flyer that you can use to solicit media interviews.*
- *** Includes one 60-minute creative call with a publicist.

BOOK PROMO FLYER (\$350)

- *When promoting your book, you need to make the info easily available in one place for everyone who needs it. We will create a media-friendly promo flyer (delivered to you as a PDF) that offers everything Reviewers and media contacts need to know.*
- *** Includes one 60-minute creative call with a publicist.

LETTER-TO-REVIEWERS (\$100)

- *When soliciting reviews for your book, adding a personal touch is important. We will write copy for a letter on your behalf to include when sending your book to the media and reviewers.*

TRADITIONAL PRESS RELEASE (COPYWRITING ONLY) (\$250)

- *We will write an engaging and newsworthy press release to generate buzz for you and your brand.*
- *** Includes one 60-minute creative call with a publicist.

PRESS RELEASE (COPYWRITING + WIRE RELEASE) (\$500-\$1,000)

- *We will write an engaging and newsworthy press release to generate buzz for you and your brand AND send it out on the official newswire, with the potential of reaching millions of viewers.*
- *** Includes one 60-minute creative call with a publicist.

ELECTRONIC PRESS KIT (\$1,500)

- *An Electronic Press Kit (EPK) is a collection of press releases, images, biographies and any other relevant information collected to inform media outlets about you and whatever it is you are trying to promote. We will create all of this material and your EPK will remain available to you and the media in perpetuity on your personal landing page on FarrowCommunications.com*
- *** Includes one 60-minute creative call with a publicist.

BOOK TRAILER (\$1,000)

- *An engaging book trailer video, including copy, images, music and a voice-over that will let your audience know everything they need to know about your book and when & where to get it.*
- *** Includes one 60-minute creative call with a publicist.

MEDIA COACHING & PR STRATEGY

INTERVIEW QUESTIONS & TALKING POINTS SHEET (\$250)

- *Strategic interview questions are crucial for making sales during media appearances. We have arranged thousands of media interviews and know exactly how to craft the questions and set you up for success.*

MEDIA, PR & MARKETING COACHING (\$400/hr)

- *One 60-minute phone call with book marketing expert Dave Farrow will help you create a personalized, strategic game plan for your Media, PR, and marketing goals.*

*** OTHER MEDIA TRAINING SERVICES CAN BE FOUND UNDER "BUNDLES" SECTION

SOCIAL MEDIA SERVICES

SOCIAL MEDIA PAGE SET UP or ACCOUNT AUDIT (\$500)

- *Don't have social media accounts established? No problem! We will gather pictures, write copy and do all the setup for your Facebook, Instagram, Twitter and/or Linked In to ensure the accounts are optimized. We can also audit any current social media accounts and adjust the copy and make edits to ensure you are set up for book marketing success.*

10 GRAPHICALLY DESIGNED SOCIAL MEDIA POSTS (*Created not posted*) (\$300)

- *Eye-catching and engaging designed images (delivered as jpegs formatted for IG and FB) promoting you and/or your product for the use of posting and sharing on social media.*

WEB

LANDING PAGE OR WEB PAGE (\$1500 / *\$800) *** *If you provide ALL of the copy*

- *In the digital age, it is absolutely crucial to have an online presence. Your website is the core of your digital strategy as it's the first place people go to learn about you and your brand. We will create a site that strategically communicates your message and maximizes exposure.*

EDUCATIONAL MATERIAL

AUTHOR PUBLICITY & BOOK PROMO 101 (\$100)

- *This is a guidebook that shows you step-by-step instructions on how to market your book.*

4 PRODUCT BUNDLES

FULL MEDIA TRAINING (MOCK INTERVIEW + COACHING)

- *Generating sales or leads from media appearances is an art. A 60-minute phone call with marketing expert Dave Farrow, will help you master the interview, streamline your message and sell without being “salesy”. We will also conduct a simulated media interview to better prepare for interviews with actual media outlets.*
- *This service includes:*
 - *One 15-20 minute mock interview via zoom video*
 - *One 60-minute follow-up phone call with w/ feedback from marketing expert Dave Farrow.*
 - *Custom-made Interview Questions & Talking Points Sheet*
- **PRICE:** \$1,500.00

BOOK MARKETING & AUTHOR PUBLICITY PRESS KIT: Download the Packet [HERE](#)

- *This kit gives you everything you need to promote your book and get the attention it deserves! It provides an action plan AND all of the materials you need to: Solicit & Secure Book Reviews, Contact the Media & Land Interviews, Entice Distributors, Secure Book Signings & Events, and Sell as Many Books as Possible!*
- **PRICE:** Flat fee of \$1,700.00

BLOCK OF PR & MARKETING COACHING: Download the Packet [HERE](#)

- *60-minute one-on-one coaching calls with Dave Farrow*
- **PRICE:** a block of 3 calls is \$1000.00

1 PRESS RELEASE, 1 MEDIA BLAST, PITCHING & FOLLOW UP

- *Want the biggest bang for your buck!? We will first write a formal press release and distribute it on the official wire. We will also write and send a media blast via Cision (to over 4,000 contacts on a custom-built media list of journalists, editors, producers and book reviewers). Pitching media contacts by phone and individualized email as well as doing extensive follow-up is crucial to secure media coverage.*
- **PRICE:** \$3,000.00

PRESS PAGE + LINK TRACKING

- *Getting an interview recording can be even trickier than booking the interview itself. We do our best to track down all of your media interviews / articles and custom build an “In the Press” page that highlights all of your secured media attention. The audio will be converted to a downloadable format so you can keep your own mp3/mp4 but this page will remain active indefinitely so you will always be able to show off your media hits.*
- **PRICE:** \$500.00

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FULL CAMPAIGNS

SPOTLIGHT PUBLICITY CAMPAIGN: Download Packet [HERE](#)

- *This is our flagship service for getting media attention (interviews, reviews, print placements, etc.) on both the local and national level.)*
- **PRICE:** Starting at \$3,000.00/month for a minimum of 3 months.
 - ****This price is a general estimate that can vary depending on the scope of the campaign or the specific client.*

SOCIAL MEDIA CAMPAIGN: Download Packet [HERE](#)

- *This is a complete takeover of all social media accounts to increase a brand's visibility and recognition online. It includes daily posting (both curated posts and created posts - with custom graphics) ad campaign management, and most importantly, account optimization (to improve web visibility.)*
- **PRICE:** \$1,500.00/month (which includes a \$500.00 ad budget)
 - ****This price is a general estimate that can vary depending on the scope of the campaign or the specific client.*

LEAD GENERATION CAMPAIGN: Download Packet [HERE](#)

- *This campaign is for businesses that want to gain high-quality direct marketing leads in a specific area or industry.*
- *You can see an example of this campaign [HERE](#).*
- **PRICE:** First month is \$1,500.00 (which includes set up) and \$900.00/month after.
 - ****This price is a general estimate that can vary depending on the scope of the campaign or the specific client.*

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RESULTS & SUCCESS

Check out our Case Studies [HERE](#), our Results Portfolio [HERE](#), and Testimonials [HERE](#).

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TESTIMONIALS



"Farrow Communications is professional, easy to work with, and most of all, they get results. My book and brand have been blowing up. Dave Farrow and his team got me in Business Insider, Inc. Online, KUSI-TV, KFMB-TV and more. I highly recommend them."

- GREG REID,
CREATOR of SECRETKNOCK™



"Dave and Farrow Communications have impressed us. They really know how to take a business to the next level."

- MICHAEL HOOLIHAN & BONNIE HARVEY,
FOUNDERS OF BAREFOOT WINE



"As a result of Farrow Communications, more bookstores and media sources are interested in my book and I have bigger distribution deals than ever! Dave and the team were available 24/7 which was critical for me."

- CAREW PAPRITZ,
AUTHOR



"Dave Farrow has the experience in Marketing, PR, and speaking. He knows his stuff because he has actually done it for himself as well as his clients. I would highly recommend working with him and his team."

- FRANK SHANKWITZ,
FOUNDER OF MAKE-A-WISH

8 | CONTACT US!

Have questions?

Want to brainstorm some memorable marketing ideas for your brand?

Set up a FREE 20-minute strategy call and pick the brain of International Bestselling Author and PR Expert, Dave Farrow.

VISIT: www.farrowcommunications.com/offer



A blue-tinted photograph of four people walking on a modern wooden walkway with a glass railing. The group consists of two women and two men, all dressed in business-casual attire. They are walking towards the right, smiling and engaged in conversation. The background shows a modern building interior with large windows and structural elements.

**"Advertising is saying
you're good. PR is
getting someone else
to say you're good."**

JEAN-LOUIS GASSEE
(APPLE EXECUTIVE)
