SOCIAL INFLUENCE MARKETING AND THE BRAND-INFLUENCER-FAN CONNECTION
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INTRODUCTION

At a time when technology is empowering people in ways never before imagined, how marketers influence their audiences is itself being redefined.

Today, anyone with a Twitter account, a YouTube channel or a blog has a voice. And it’s an important voice; oftentimes, your brand isn’t what you say it is. Rather, it’s what they say it is. They are the social influencers and they are playing an ever-increasing role in determining and driving consumer behavior.

A successful social influencer has the potential to shape an audience’s awareness, actions and purchase decisions in ways brands cannot. Their fans and followers view them as an objective source of information and advice. In fact, one could argue that connections with these individuals are some of a brand’s most profitable relationships because they enable brands to tap into a network of trust, create advocacy and generate actionable insights.

The tipping point has occurred and there’s no going back — social influence marketing must be considered an essential component of any fully integrated marketing plan. While influence marketing has less overall reach than mass media, the power of a successful social influencer to affect audience behavior is undeniable. In addition, the potential domino effect is exceedingly appealing in terms of exponentially increasing audience as well as the obvious ROI possibilities. You begin with a core message and brand story, promoting organic activities and, along the way, complementing them with paid media to spark earned media.

It’s a rich landscape with limitless opportunities, so it’s natural for brands to seek out the most effective influencers. It’s why services like Klout and PeerIndex even exist. There is currency in understanding the power of influence. Equally important is making sure you have solid relationships in place with your influencers. However, there are many other factors to consider and, as much as we’d all like a one-size-fits-all approach, different influencers — and their audiences — require a personalized plan in order to maximize results.
THE CHALLENGE

Numerous studies have attempted to connect the pieces between social influencers and brands. Nearly all of them tell us that paying influencers for their time is important, but we know there’s more to it than that. Few studies have delved deeply enough to truly explore and identify the nuances of those relationships or how an understanding of the needs, wants and behaviors of both the influencers and their audiences can help brands achieve stronger, more rewarding outcomes. So Engauge set out to do just that.

Our goal was to identify both the major and minor dynamics that impact the collective whole of social influence marketing, such as the factors that determine an influencer’s decision to work with a brand, the importance of one-on-one relationships between the brand and its influencers, and the ways in which the needs of the influencers’ audiences are being met. We found that successful brand-influencer-fan relationships require a combination of material and intrinsic incentives, as well as ongoing communication, to nurture and cultivate brand loyalty.

While some of the results were expected, our research yielded some surprising insights as well, which we are pleased to share in the following pages.
THE RESEARCH

Engauge regularly conducts consumer research using a combination of qualitative and quantitative methods to reveal the attitudes, behaviors, needs and expectations of brands, influencers and fans. For the purposes of this study, we approached over 1,000 adult fans and 780 influencers with audiences of 2,500 or more.

What we learned is that an influencer’s relationship with brands is multifaceted and far more complex than having a brand simply reach out and cut them a check. We also learned that the audiences of those influencers have expectations that brands need to be mindful of when dealing with influencers.

In reviewing the data gleaned from our research, we identified four key insights:

1 > KNOW THE FOUR R's: Successful influencer-brand engagements require a balance of Reach, Relevance, Resonance and Relationships.

2 > UNDERSTAND THE INFLUENCER-FAN RELATIONSHIP: In addition to the needs and goals of the influencer, equally important is the relationship an influencer has with their fans. How they interact and the value exchange between them must be considered in order to create an effective marketing plan and appropriate, hardworking incentives that ensure the plan’s success.

3 > STRIVE FOR A ROBUST AND WELL-ROUNDED VALUE EXCHANGE: Move past the “cash only” method and factor in the needs, wants and behaviors of influencers and fans to create a more balanced and effective incentive plan.

4 > EXTEND YOUR REACH BEYOND THE BLOG: The social networks in which an influencer spends their time reflect their needs and expectations. Just because the meat and potatoes of the content they generate may live on a blog doesn’t mean they aren’t pursuing an active and highly productive presence on Facebook, Twitter and other social channels. Brands must be aware of this and be prepared to accompany them.
It’s worth noting that an influencer’s personal profile doesn’t necessarily reflect the demographics of his or her fans. More often than not, it’s the influencer’s content that defines who will follow that person.
KNOW THE FOUR R’s

Reach
Relevance
Resonance
Relationships
KNOW THE FOUR R’s
REACH, RELEVANCE, RESONANCE, RELATIONSHIPS

1. REACH: Reach is typically defined as the number of fans or followers an influencer has. In most cases, it’s simply common sense for brands to want to work with influencers who are reaching a large audience. And while reach is a solid quantitative starting point, choosing an influencer based solely upon reach is a missed opportunity at best, and a serious strategic misstep at worst.

While someone may have a lot of followers, those followers may not be the demographic a particular brand is targeting. Some influencers cast a wide net, like mommy bloggers, but a mom who is not pregnant is not interested in maternity clothes. The mother of a four-year-old isn’t interested in diapers. Content that is too broad can make it frustrating for followers to get the information they want at any given time. And then there are those influencers who are so clever and engaging that consumers end up following them primarily for the entertainment value.

Reach is a key element for any social influence marketing plan; there’s no denying that fact. But there is much more to influence than simply how many people are exposed to an influencer’s content. Just because they like you doesn’t mean they’re listening. Brands must be thorough and vigilant in order to choose the right influencers for their needs.

2. RELEVANCE: This isn’t a new word to marketing, nor is it new to the social space. In general, marketers know that their influencer relationships should be narrowed to the people who are interested and knowledgeable about their brand, or at least the subject matter.

This is naturally also true when it comes to the relationships your brand will have, by default, with the influencer’s fans. Why do they follow a particular influencer? Is the content the brand wants to deliver genuinely aligned with the information the audience is seeking from that particular influencer? And how important is it in terms of positively affecting consumer behavior?

30% of influencers say the second most important factor for considering a relationship with a brand is the relevance of the brand to their audience.

Our research shows that it is quite important. When we asked both influencers and followers to name the most important aspects of their relationships, both groups cited relevance as critical. With followers in particular, having to wade through content in which they are not interested has a negative impact on their willingness to continue engaging with an influencer.
RESONANCE: Resonance and relevance are closely related. In fact, there can be no resonance without relevance. Yet, while related, they are different. When we speak of resonance, we are referring to the ability to evoke a feeling of shared emotion or belief — a sense of being understood. Influencers want to work with brands that are redolent of their self-image, and followers feel the same way. In other words, they want brands that resonate with them personally — that reflect their lifestyle, their self-perception, their beliefs and even their values.

In addition to liking a brand’s products or services, an influencer is also more likely to work with a brand whose social responsibility programs and activities align with their own. This is an important but often missed element in today’s social influence marketing.

The most important factor among influencers for considering a relationship with a brand is social responsibility or other beliefs and positions of the brand aligning with their own.

So, while many marketers look at resonance solely from the perspective of the influencer resonating with fans, they must also consider how strongly the brand resonates with the influencer. The more powerfully a brand resonates with the gatekeepers, the more proactive those individuals will be in liking, sharing, talking and generating comments about a brand — which is how we tend to measure resonance.

“The products that I love ... I’ll write a diatribe about. They don’t have to twist my arm to do it. I just really love it and want other people to love it, too.”

— Morgan Cogswell, Morgangster.tumblr.com
RELATIONSHIPS: It comes as no surprise that brands need to consider the relationships they are creating with influencers as they plan their influence marketing programs. But it’s important to note that relationships can be defined in a number of ways, both by the one-to-one relationships influencers have with a brand’s marketing team and also by the more abstract, affinity relationships they have with the brand.

Nearly a quarter of influencers cite that it’s important for the brands they work with to be ones they have a personal affinity for (23%). Interestingly, another 16% cite that an affinity for the leadership of the brand (CEO) is also a contributing factor.

With regard to the relationship influencers have with the brand in the course of working with them directly, our research yielded some surprising results. 39% of influencers stated that they have had a bad experience with a brand. Many of them cited the brand “not following through with the deal” as the reason, while 23.5% said they were dissatisfied because the brand failed to communicate effectively or frequently enough.

The good news is that 75.3% reported that the relationship was mended. While the majority of relationships are without problems, there is enough evidence in the data to support a need for brands to emphasize their process for negotiating with influencers, including on-boarding and payment terms.
This is business, after all. Brands must treat their social influencer relationships as seriously as any other, and while transactions play an important role, it’s also about building real connections — hopefully long-term ones based on mutual affinities.

Money may motivate an influencer to promote a brand, but good feelings and mutual respect around the day-to-day interactions will engender a more passionate advocacy — both in the quality and quantity of the content — and become a factor in an influencer’s decision to continue to work with a brand.

It should be noted that, when asked to talk about their experiences working with brands, influencers have mostly good things to say. This bodes well for the future of social influence marketing. It’s clear that influencers want to work with brands and have overwhelmingly good experiences when they do. Brands need to ensure such outcomes by knowing exactly how to approach and work with them.

GOOD & BAD NEWS ABOUT GOOGLE+

Google+ was the channel with the highest score on reliability of information (49%). However, it was also the place where influencers were nearly twice as likely to have a bad experience with a brand. So if you’re a brand, ask yourself: How reliable is your content? Are you dedicated to the channel investment? Our experience suggests this is a place where brands are dabbling, which can be dangerous because dabbling means less concentrated time on your presence — in this case, Google+. Less time means greater potential for failed experiences. Choose your channels, and your efforts, wisely.
Many brands rely on Klout and similar companies as their decision-making vehicles for finding influencers. And while Klout scores can be a valuable or logical starting point, they aren’t the entire picture. Our research shows that there are clearly other factors at play in determining influence. A true understanding and assessment of a social influencer requires the consideration of many factors. The more thorough the assessment, the more complete the portrait of the influencer’s connection to a brand and the greater the likelihood of success. Reach is important, but relevance, resonance and relationships possess equal, if not greater, value in the long run.
UNDERSTAND THE INFLUENCER-FAN RELATIONSHIP

Rewards
Reliability
Rapport
UNDERSTAND THE INFLUENCER-FAN RELATIONSHIP
REWARDS. RELIABILITY. RAPPORT.

When social marketing professionals talk about value exchange, they are usually referring to the relationship between brands and influencers. We believe that the value exchange between influencers and their audiences is equally important and must be considered when choosing influencers for your brand.

An influencer’s success depends on audience satisfaction and, by proxy, so does the success of the brand within those audiences. While an influencer may be a credible voice to their network, or even held in high regard, if the audience isn’t getting their needs met, then how receptive are they going to be to the brand messages being delivered via that influencer?

As part of our study, we took a look at influencer-fan relationships. At one point in our survey, we asked influencers to name the single most important value they provide to their audience (see chart below).

WHAT INFLUENCERS CLAIM IS THE MOST IMPORTANT VALUE THEY PROVIDE TO THEIR AUDIENCE

<table>
<thead>
<tr>
<th>Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability of information</td>
<td>13%</td>
</tr>
<tr>
<td>Having interesting information to share with friends</td>
<td>13%</td>
</tr>
<tr>
<td>Quality of writing</td>
<td>13%</td>
</tr>
<tr>
<td>Content that is personalized to their needs</td>
<td>5%</td>
</tr>
<tr>
<td>Giveaways (money, experiences, products)</td>
<td>8%</td>
</tr>
<tr>
<td>Personally connecting with them</td>
<td>13%</td>
</tr>
<tr>
<td>Providing exposure to new brands</td>
<td>7%</td>
</tr>
<tr>
<td>Personality of author</td>
<td>8%</td>
</tr>
<tr>
<td>Entertainment value</td>
<td>12%</td>
</tr>
<tr>
<td>Providing insider information</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
While the chart reflects that 13% of influencers list reliability of information as most important, in actuality the numbers are much higher. When we asked fans the same question, 34% said that the most important attribute is reliability of the information, regardless of the channel.

In addition, while only 8% of influencers listed giveaways as the single most important factor, 92% said giveaways are either important or very important. Yet only 16% of fans have won something in a contest or sweepstakes. And only 3% of fans say that giveaways have influence on them.

Furthermore, while 73% of fans have purchased a product based on an influencer’s recommendation, and 30% rate the value of their influencer’s content an 8 on a scale of 1–10, 38% of fans we surveyed have been disappointed by a recommendation. It is difficult to determine whether these disappointments are due to a failure on the part of the influencer or the brand. Perhaps one way to mitigate negative experiences is to create and promote a way in which fans can communicate their concerns to both influencers and brands that’s separate from posted comments. By creating a three-way dialogue, problems can be amicably resolved, influencers can get credit for providing great “customer service,” and brands can use the feedback to shape their marketplace and community messages.

“There needs to be a value to every single party. If you want to work with them [bloggers] again, they need to know that it’s something that’s worth their time.”

It’s clear that influencers have strong relationships with their fans and are doing many things right. It’s also clear that many of them can do better. Most influencers can’t afford to conduct their own studies, but brands can help by sharing their knowledge, emphasizing the importance of content to the fans, and working closely with influencers to ensure that messages are being conveyed clearly and accurately and contain relevant and reliable information about the product or service.
STRIVE FOR A ROBUST AND WELL-ROUNDED VALUE EXCHANGE

Moving Beyond Money
STRIVE FOR A ROBUST AND WELL-ROUNDED VALUE EXCHANGE  
MOVING BEYOND MONEY

Social influencer relationships nearly always involve money. But money is not the only factor that contributes to the success of a relationship. Our study showed how the needs and expectations of brands intersect with the needs and expectations of influencer groups and their fans. What emerges is the need for a value exchange that incentivizes all parties — the brand, the influencer and the fans — to deliver something in return for their effort and time.

Regardless of the channels in which they spend their time, money is the biggest factor for influencers when considering whether to work with a brand. And, to a large degree, they are being rewarded in that way. Yet, when asked what is second in importance, our research participants gave different responses depending on which channels they prefer. For example, if an influencer’s most prominent channel is Facebook, YouTube or a blog, they are most interested (after money and free products) in the “Relevance of the Brand to their Audience.” If their most prominent channel is Twitter, their second consideration is “Affinity for the Brand,” whereas if they’re on Google+, their second consideration is “Giveaways.”

Our study also suggests that, historically, there has been a lot of guessing on the part of brands, as there are discrepancies between how influencers want to be incentivized versus how they are actually being incentivized (see charts below).
It’s also important to note that material incentives aren’t the only factors that determine an influencer’s decision to work with a brand. Influencers commonly cited the following as reasons they would choose to work with a brand.

**IMPORTANT FACTORS FOR AN INFLUENCER TO CONSIDER WORKING WITH A BRAND**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentives (financial, free products)</td>
<td>33%</td>
</tr>
<tr>
<td>Relevance of the brand to your audience</td>
<td>30%</td>
</tr>
<tr>
<td>Brand contributions to audience (giveaways)</td>
<td>27%</td>
</tr>
<tr>
<td>Social responsibility or other beliefs of the brand aligning with your own</td>
<td>26%</td>
</tr>
<tr>
<td>Recognition / exposure</td>
<td>24%</td>
</tr>
<tr>
<td>Personal affinity for the brand</td>
<td>23%</td>
</tr>
<tr>
<td>Past relationship with the brand</td>
<td>19%</td>
</tr>
<tr>
<td>Personal affinity for the leader (CEO)</td>
<td>16%</td>
</tr>
<tr>
<td>Personal affinity for the leader (CEO)</td>
<td>16%</td>
</tr>
</tbody>
</table>

Money is still the biggest factor in incentivizing influencers. Yet the picture is decidedly more complex. Influencers inherently have a passion for what they do and are also driven by delivering trusted content to their audiences. That means their decisions to work with brands are driven by more than dollars and cents. They also factor in their own affinity for the brand and how it will play with their audience.

“Brands have to realize that time is money, and a blogger’s time requires some form of compensation. It can be in the form of money through a paid sponsor program, it can be in the value of the product that the blogger is given to review, or it can be in the experience or ‘first to know’ opportunity that a brand gives a blogger.”

— Shani Higgins, CEO of Technorati
GENDER DIVIDE?

Men are incentivized with money more often than women — women cite free products as what they receive most often, with money being secondary. Women are also less likely to cite money as a need. However, and it’s a big however, women still want money more than anything else.

“Here’s the deal: You get what you pay for with bloggers. If you want quality writers, if you want people who do this for a living who have a dedicated audience, [then] you need to give them something that makes it worth it for them — an experience that they can’t get someplace else. Payment in cash or in products is worth it to them.”

— Amy Oztan, @Selfishmom (www.selfishmom.com)
One of a brand’s first discussions with an influencer should be around the value exchange — a collaborative dialogue that helps brands arrive at an agreement that delivers on both parties’ needs. Rather than assuming what they want, or that what works for one influencer will work for all of them, learning what’s important to each influencer and their fans and giving them choices about how they are rewarded may prove to be one of the most effective ways to increase brand affinity and cultivate lasting and productive relationships.
EXTEND YOUR REACH BEYOND THE BLOG

Know your influencer and how they tick
Like calling tissue Kleenex, many marketers have defaulted to calling influencers “bloggers.” However, when looking at influencers’ most prominent channels, they are quite varied. In fact, blogging does not rank first among influencers’ primary channels; it comes in fourth behind Facebook, YouTube and Twitter.

What does this mean? Like brands themselves, the successful social influencer can’t sit around waiting for consumers to come and find them. They must go where their audiences gather and utilize the channels where they are able to get their message across most effectively.
Furthermore, influencers are not limited to a single channel. Just as consumers use a multichannel approach to shop, the influencer uses multiple channels to share and extend their reach. We call this “influencer porosity.”

The data confirms that most influencers do have a blog; it’s just not where they are spending most of their time. This tells us two things. First, the high number of Facebook and Twitter presences points to the likelihood that influencers are sharing their content across multiple channels in order to amplify and socially drive their content. Second, it suggests that they are likely to have a blend of original and curated content.

Spending time on Facebook and Twitter is also easy and efficient. Without creating a ton of new content, they are able to deliver more rapid-fire content on networks where there are large and engaged followings — they can share, re-share and interact with followers on a daily basis while linking them back to their blogs where followers can take a deeper dive into their content.
Because of their time spent in multiple channels, there is no one-click way to find influencers. Brands have to make the effort to determine where and how their influencers spend their time, what they’re interested in and how they want to be incentivized. Knowing other things about them, such as their background — who they are, where they’re from, how old they are and more — will also play a role in understanding how they tick in order to plan effective influencer outreach strategies.
SOCIAL INFLUENCE MARKETING GUIDE

Building blocks for successful campaigns
If our research taught us anything, it’s that brand-influencer-fan relationships are complex. It’s more important than ever to have a plan in place that not only is specific to a campaign or a set of business objectives, but also considers the many unique points of differentiation in various influencer pools and in your area of business. The following guide can serve as a first point of entry into your planning process.

1. DEFINE YOUR GOALS AND SET BENCHMARKS

Social influence marketing stems from business objectives, or at least campaign objectives. Begin by establishing benchmarks so you’ll have something to measure against. Next, create goals for the influencer program that align with your larger business objectives.

Business Objectives > Marketing Strategy > Tactics > KPIs, Metric Targets > Performance Evaluation

2. IDENTIFY YOUR AUDIENCE

There are five effective ways to identify influencers:

1. Organic Search
2. Social Influence Identification Tools
3. Influencer Networks
4. Influencer Self-Identification
5. Customer Databases

Perhaps most challenging is the fact that, while Facebook ranked in our research as the place where most influencers are spending their time, it’s not easy to reach them there. What can be done, however, is to use their secondary media channels as a way to get to the right audience. From there, negotiations with the influencer can include content to be created and posted not just on their blog, but also through their other social channels, including Facebook, Twitter and YouTube where appropriate.

3. ASSESS INFLUENCER VALUES (TIERING)

There are four very distinct markers that, when used in combination, are an effective way to assign a value to individuals and groups of individuals in your influencer pool, essentially tiering them in order to allow the most influential individuals to bubble to the surface.

> Reach
> Relevance
> Resonance
> Relationship

4. PROFILE YOUR AUDIENCE

Once influencers have been identified and a value has been assigned, it’s time to establish audience profiles that paint a more detailed picture of what makes them tick. This is when brands should be thinking about their investment — is it a long-term investment or a short-term one? For example, a sampling program may simply require a willing body to spread buzz versus asking for something more complicated, such as sharing an opinion around experience.
5. INSPIRE ACTION = VALUE EXCHANGE

Use what you’ve learned to determine compensation. What will best motivate them? And remember: don’t think strictly along cash incentive lines. Consider other incentives that will make them want to work with your brand, such as travel, unique experiences, exclusive content and the cachet that comes with being officially associated with your brand. In addition to offering a variety of incentives, help them understand how working with you can benefit them in other ways. It’s very much like any business relationship to succeed it has to work for both sides. The brand has to want the influencer to participate and the influencer has to want to be a part of the brand’s promotions.

Furthermore, once you’ve gone to the great effort of establishing these relationships, it’s important to actively maintain and nurture them over long periods of time. Doing so will make influencers more likely to stay engaged with you and join in future campaigns.

6. COMMUNICATE AND DEVELOP RELATIONSHIPS

Get to know influencers on a one-to-one basis. Integrate them into a customer database, and consider creating a custom relationship marketing plan specifically for them.

We always recommend that our clients incorporate influence marketing into their ongoing plans — specifically those with robust and established relationship marketing programs. Start off with an influencer’s potential to influence, and as they advocate over time, increase their level in the loyalty program and reward them accordingly. Long-term relationships must be treated differently from short-term relationships.

7. MEASURE SUCCESS

Refer to your business objectives and benchmarks. How did the campaign measure up? What could be done differently to improve it?

Consistent and regular performance evaluation is necessary to ensure continued success in social influence marketing. With the rapid evolution of social platforms, influencer identification and management technologies, it’s important to continuously update methods for running social influence marketing programs.

The value exchange also changes over time, so it’s important to stay attuned to your relationships to ensure optimal success as your influencers’ needs and goals evolve.
METHODOLOGY

Engauge conducted exclusive consumer research combining qualitative and quantitative methods to uncover the attitudes, behaviors, needs and expectations of brands, influencers and fans. For the purposes of this study, we focused on both influencers and fans.

For the quantitative piece, Engauge conducted two surveys. The first survey targeted influencers with a sample of 780 adults aged 18+ who create content on the Web and have a following of at least 2,500 on her/his most prominent channel. The margin of error for this survey is +/- 3.51. The second survey targeted fans with a sample of 1,093 adults aged 18+ who consume content on the Web around their passions at least weekly. The margin of error for this survey is +/- 2.96. Engauge was responsible for the survey design, data analysis and reporting.

Margin of error was calculated using Internet adoption numbers from PewInternet.org and general population statistics from the 2011 United States Census.

> [http://quickfacts.census.gov/qfd/states/00000.html](http://quickfacts.census.gov/qfd/states/00000.html)

Recruiting for the survey was completed by Survey Sampling International, Inc. The survey was conducted online and in English only.

For the qualitative piece, Engauge conducted three focus groups and four one-on-one interviews of influencers. Recruiting for focus group participants was done by leveraging influencers with whom Engauge had existing relationships. Each focus group consisted of 7–10 participants.

In January of 2012, Engauge formed the Social Influence Advisory Panel, which met throughout the year. The purpose was to explore the wants and needs of influencers within a small group format. A listing of panel members and their links can be found at:

[http://blog.engage.com/2012/08/social-influence-advisory-panel](http://blog.engage.com/2012/08/social-influence-advisory-panel)

Engauge also conducted live one-on-one interviews at BlogWorld in June 2012.

Fieldwork for both parts of this study was conducted between January 2012 and September 2012.
No LEGO® was harmed during the production of this report.
ABOUT ENGAUGE
Engauge is a full-service agency for the social age. We help grow our clients’ business by leveraging creativity and technology to connect brands and consumers through the most relevant content and channels. The proliferation of content and channel opportunities for both consumers and brands has forever changed the communications landscape. What hasn’t changed are the core fundamentals of marketing: the ability to richly understand the consumer, to derive thoughtful insights and to create a big idea. For the past several years, Engauge has helped lead its clients by staying true to these fundamentals while focusing on talent, technology, innovation and building a dynamic range of capabilities – from the tried and true to social, mobile and whatever’s next.

Today’s marketing is assuredly more complex, but to us, the premise is still quite simple: Listen to the client. Listen to the consumer. And deliver big ideas at the right time and place.

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