



Influence™

Services

Inbound Evaluation & Optimization

Social Media: Content Strategy, Content Creation

Email Campaigns

Mobile Strategy

Digital Advertising

Digital PR

Paid Search & SEO

In-house Team Training

Full-service marketing strategy & planning

We offer comprehensive strategic and planning services to help you connect with customers; from evaluating brand strengths and weaknesses to understanding how and why your customers engage, to establishing goals and tactics for each campaign.

Brand strategy

We evaluate, analyze and synthesize the personality and meaning of the brand to develop holistic, strategic thinking. Brand Positioning, Brand Personality, Brand Promise along with new brand development and training to maximize the brand's potential.

Optimization & Preparation for Digital Marketing

We ensure that your digital footprint is optimized in preparation for your digital marketing efforts. By auditing existing channels we update your brand's information and maintain consistency in messaging, tone and manner. We prepare the appropriate registrations through Google to ensure all digital channels accurately represent your brand online, and with all your physical business locations. This process is especially helpful before undertaking mobile advertising and promotion initiatives.

Relationship Marketing

A great idea is one that comes alive no matter where the story is being told. So instead of being confined by traditional channels, we focus on how best to deliver the most powerful experience to engage your targets in the right place at the right time. This approach helps us integrate bought, earned and owned media while we forge deep connections between people and your brand.

Data Analytics

Our custom digital channel analytics reports are designed to reveal audience behavior and engagement on your brand's website and other digital and social channels. Informed business intelligence starts here.

Content Architecture / Design & Production

Engaging content that's valuable to your target market should answer the questions your customers have, provide insights they can use to become better brand ambassadors for you. We partner with our clients to ensure the brand's content architecture model accurately reflects its promise.

With a mix of multi-disciplinary creatives, whatever the idea demands, we have a spectrum of world-class talents to draw from. When you are ready to kick start your production to a higher level, we are ready to help you maximize your in house capabilities.

Social Advertising

In order to be effective, a brand must engage in social listening and develop campaigns based on what its followers want to see. We create campaigns that market to the individual rather than marketing to the masses.

Optimization

When it comes to Paid Search and SEO, along with all of our concepts, we test and measure our ideas obsessively. If an idea or execution isn't performing the way we think it should, we'll modify and tweak it till it does. Either that, or we'll kill it unceremoniously and come up with something better. The way we see it, there's no such thing as good enough.

In-house Team Training

Imagine your in house marketing team performing better with updated skills and knowledge. We can work with your team to enhance their skills in specific areas of marketing and prepare for digital excellence.

InfluenceTM

DIGITAL + SOCIAL MARKETING STRATEGIES
FOR CONNECTED BRANDS

WWW.INFLUENCE.NYC