



Influencer Marketing E-Book

2021

agora

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Overview of our Top 10 Tips



Tip #1 - It's not all about a sponsored post, think beyond that and come up with unique promotions which align with your brand and will add value for your audience.

Tip #2 - Don't forget about the 'other' social media channels. Do your research and find out which channel your target audience is on and which channel will suit the types of content you'd like to put out into the world.

Tip #3 - Once you've found the right influencers who have an engaged audience and who genuinely care about your brand, you don't want to lose them. Invest in a partnership, not just a transaction.

Tip #4 - Don't go straight for the bigger influencers so you reach more people. More followers don't necessarily mean engaged followers or followers who are part of your target audience.

Tip #5 - Look for lots of good quality comments. If they've got lots of followers and likes but only heart eye emojis in the comments, there's a good chance they're fake followers.



87% of people admit they've made a purchase because an influencer prompted them to

Overview of our Top 10 Tips



Tip #6 - Give your influencers as much creative freedom as possible. If you've chosen correctly, you'll be pleased with the results.

Tip #7 - Look for how often they post branded content because you don't want to work with someone who's always chopping and changing their opinions and who seem to be just in it for the money.

Tip #8 - Don't just slide into their DMs.

Tip #9 - If you're not sure, just ask. Using other people's content incorrectly can result in legal action, so if there's any uncertainty it's worth asking your influencer and getting something in writing.

Tip #10 - Make sure your influencers are aware beforehand that you'll need screenshots of certain insights so it doesn't come as a shock later on. Not all brands ask for the same screenshots, so you'll need to be clear.



influencer marketing
content delivers
11X higher ROI than
traditional forms of
digital marketing

What is Influencer Marketing?

Influencer marketing allows brands to leverage everyday people on social media to promote their product or service. These people have grown a following who are (theoretically) interested in what they have to say and trust the recommendations that they make. This gives brands a voice which they traditionally haven't had access to.

It uses basic marketing concepts like:

Social Proof

A term coined in the 1980s for the psychological phenomenon where people copy the actions or beliefs of those around them to reflect the "correct" behaviour in a certain situation. We see this with clothing trends, uptake in diet fads, and belief in conspiracy theories.

Target Audience

We want to feel like your greatest ally when you're exploring the world of marketing, so that you feel supported by a team that speaks your language, and collaborates with you on your goals and progress. Through honest & open communication, we strive to build unrivalled trust with our clients that results in creative and successful solutions to any marketing problem - we're always up for a challenge!

Word of Mouth

92% of people trust recommendations from friends and family over any other type of advertising - and, many people see the influencers they follow as friends. Because of the nature of social media, you begin to feel as though you truly know the people that you follow, so it's easy to begin thinking of them as a friend and trust the recommendations they make when they offer genuine opinions.

An influencer campaign should be done with the same level of strategy as you'd use for any other style of marketing campaign; you need to have a clear goal in mind and an understanding of your own brand voice and target audience before you begin.

When done well, influencer marketing can generate great results for your brand, but not every influencer is created equally and not all of them will get you the results you're looking for.

What Does Influencer Marketing Include?

Sponsored posts

When you hear “influencer marketing”, you likely first think of sponsored posts. They work on any platform and involve paying influencers to post about your brand. It’s the most common form of collaboration and typically the easiest if you’re just starting out.

Ambassadors

Being an ambassador isn’t just the role of celebrities anymore. Once you’ve found influencers you like, who like you back, and whose audience resonates with your product, it’s beneficial to keep them on board for the long term. It adds authenticity to the partnerships and shows that the influencer isn’t just in it for a quick buck.

Brand takeovers

Brand takeovers can be a really fun way of engaging with your audience. They involve an influencer taking over your social media for a length of time, so they’re available to talk about your brand and answer any questions your followers may have. It often works well for health and wellbeing, beauty, or fitness brands.

Boosted posts

Platforms like Instagram make it really easy to turn a piece of content into an ad, even if it’s been posted by one of your influencers. Using this method means your ad is more likely to align with your target audience’s feed and be less intrusive than if it were an ad you created yourself. It also intrinsically leverages social proof.

What Does Influencer Marketing Include?

Co-branded products & releases

This is a great way of creating buzz around your brand if you've noticed some recent releases have been a bit flat. By collaborating with an influencer who already aligns with your brand and uses your products, you can create something which is particularly valuable to your audience. Often co-branded releases are also limited editions, which adds to the sense of FOMO.

Shoppable content

A relatively new entrant in the influencer marketing world, shoppable posts are only available on select platforms, like Instagram, but are a great way to encourage direct purchases from your influencers. In the US, you can even purchase inside the Instagram app which makes the decision incredibly easy for your audience. While this feature isn't available in Australia at the time of writing, it won't be long before it is.

Blog content

The OG form of influencer marketing, blogs are still a great way of authentically bringing your brand into everyday topics and are great for SEO (search engine optimisation) purposes. You can find blogs on almost every topic imaginable so it's a good option for many businesses.

Content creation

This is a subset of influencer marketing which focuses on just one part of the whole. Any of the above methods will generate content for you which you can use in a variety of ways (depending on the rights), however pure content creation involves employing people for just that, content creation. It can be a good way of getting a mix of product photography without the need to spend big dollars to shoot in multiple locations.

Tip #1



It's not all about a sponsored post, think beyond that and come up with unique promotions which align with your brand and will add value for your audience.

Defining an ‘Influencer’

Size

Influencers aren't just those with over 100k followers who get featured on The Bachelor; there are a range of audiences sizes, each with their own unique benefits. Depending on the goal for your campaigns, and your budget, you'll want to use different influencers to achieve different things.

1k to 10k

Nano influencers often fit into more niche categories than larger influencers and can have a very engaged audience, unfortunately though they may lack some features on certain platforms like a swipe-up link on Instagram.

10k to 50k

Micro influencers typically generate the best engagement rate for their reach but they often have the greatest range of payment rates, so it can be difficult to budget beforehand for their costs.

50k to 500k

Macro influencers can reach a large audience and generally have a talent manager which can make the process more streamlined (or less sometimes, but that's a whole different story). Unfortunately, this is the range where engagement rates start to drop off relative to their audience size and you're less likely to reach the same percentage of their audience as with a smaller influencer.

500k+

'Celebrity' influencers and actual celebrities often work with big name brands who already have a high level of voice among the community. They generate mass reach and awareness, however it's less likely that their audience will match yours as closely as you'd like.

Categories

There are influencers which fit into almost every category you could imagine, whether it's "witch aesthetic" or the classic "beach buff". No matter what industry you're in, you'll be able to find influencers which align with your target audience and who fit your desired category.

As part of your planning, you'll need to be sure of who your target audience is, what their interests are, and the sorts of people they would find the most inspiring or relatable.

Channels

When most people first hear “influencer marketing” they think of Instagram influencers and while they do make up the biggest portion of the market, don’t silo yourself into the one channel. Depending on the category you fit into and your target audience, other channels will quite likely work better for you. Due to the nature of influencers, it’s also likely that a lot of them will be on multiple platforms which gives you the opportunity to create a holistic presence.

Facebook

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Don’t underestimate the classic — if you’re targeting an older demographic or niches like ‘Kmart Mums’, Facebook may be the way to go. Just keep in mind that Facebook’s algorithm is very focused on friends, family, and groups and often businesses don’t get the same traction, so make sure your potential influencers have a high organic reach.

Typical formats: sponsored posts, links to blog articles, listicles

Instagram

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It’s all about beautiful images, creative editing, and short video clips. Instagram is primarily for the Millennials but that doesn’t mean the influencers you work with will all be young. Mums, families, industry professionals, and even ‘granfluencers’ are all extremely popular on the platform. Instagram can work for almost any brand, although B2B is typically a lot more difficult than B2C.

Typical formats: sponsored posts, IGTV, brand takeovers, ongoing collaborations, ambassadors

YouTube

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YouTube is a huge platform and people often forget that it acts like a search engine just as much as it does a social platform. It can be incredibly beneficial for brands who suit how-to videos, inspiration, and demonstrations. Be mindful though, that because of the time spent shooting and editing good quality videos, YouTube will always cost a bit more than other social channels.

Typical formats: sponsored segments, sponsored videos, collaborations

Twitter

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Depending on the location you want to target, Twitter can be an incredibly valuable platform, however it’s not super popular everywhere, so do your research. Keep in mind as well, that it’s a platform which typically has low engagement on the majority of content posted.

Typical formats: sponsored Tweets, brand takeovers, ambassadors

Channels



Pinterest

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Pinterest should be thought of as a slow burn instead of a hot spark; it's not suited to fast results but will continue to generate valuable views and traffic after several months. Pinterest is where people go when they have an idea they want to explore or a specific problem they want to solve. Many of its users also think of it as an oasis, which means it can be incredible for brands wanting to avoid the sometimes contentious nature of other platforms.

Typical formats: sponsored pins, blog post links, collaborative boards

LinkedIn

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The social media platform for industry professionals! LinkedIn is an interesting one because you typically won't see sponsored posts, however depending on your product it could make a lot of sense. Since it's uncommon though, we recommend truly working in the authentic space and engaging with influencers who already use your product/service.

Typical formats: sponsored post, ambassadors

TikTok

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The latest social media channel which started with Gen Z but is being joined by millennials and Gen Xers alike. TikTok is all about raw content, fun transitions, trends, and filters. Depending on your product, you may be able to easily (and authentically) jump onto trends which means you're highly likely to reach a large audience quickly.

Typical format: sponsored videos

Podcasts

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Podcasts aren't really a 'social media' channel in that they're not the best method for encouraging two-way conversations, however, don't underestimate their power for influencing an audience. Their long-form, immersive structure encourages mindful consumption of information, so depending on your target audience, you may find they're one of the best ways of making an impact.

Typical format: ads at the beginning/middle/end, branded segments, sponsored episode

Tip #2



Don't forget about the 'other' social media channels. Do your research and find out which channel your target audience is on and which channel will suit the types of content you'd like to put out into the world.

Benefits and Risks

Influencer marketing can suit just about any industry and the right strategy can mean brilliant results, but just like anything else, it comes with its own benefits and risks.

Benefits

- Provides an authentic voice - using real people to talk about your brand gives you an authenticity you wouldn't otherwise be able to get
- Reaches an already engaged audience - choosing the right influencer means choosing someone whose audience is already interested in what they have to say
- Allows for unique content creation which you wouldn't be able to necessarily do yourself - a huge breadth of content styles is at your disposal when you outsource content creation
- Inherently provides user-generated content - UGC can be used to create digital campaigns across platforms or fill out your own social profiles
- Provides more brand touchpoints - more touchpoints are more chances for you to positively engage with your audience and create stronger relationships
- Gently pushes people out of the 'messy middle' with social proof - the messy middle is where people are in the research/decision phase of their purchase choice and social proof can provide the kick they need
- Nurtures loyal customers and brand advocates - you can use influencer marketing as a way of celebrating some of your best customers
- Avoids the pitfalls of ad blockers

Risks

- Has the potential to hurt your brand image - if you choose the wrong influencer or approach a collaboration the wrong way it can backfire and result in a poor response from your audience
- It's not 'set and forget' - you need to be able to manage the conversation happening in the comments and trust that your influencer will know how to respond appropriately to questions or contentious comments
- Not all influencers will get you the right results - if you don't carefully look at your influencers' audience and engagement then you may not get as good of a return on your investment as otherwise

Tip #3



Once you've found the right influencers who have an engaged audience and who genuinely care about your brand, you don't want to lose them. Invest in a partnership, not just a transaction.

Finding the ‘Right’ Influencer

This is probably the section you’ve been looking forward to the most and, honestly, it’s one of the most important parts of a successful influencer marketing campaign. Experience tells us that when these campaigns don’t go well, often it’s because of the strategy, not the influencer. Please don’t hate us for saying that.

You need to put in the hard yards at this stage, more than any other, to choose the right people. It’s going to take a lot of research, looking through data, and scrolling through your socials. It also means building relationships with influencers who do well, so you know you can go back to them.

Where do you start to build your list of potentials?

Step 1

Firstly, keep in mind that you’re trying to find influencers who will like your brand and whose audience will as well. Where’s the easiest place to find people who already like your brand? Your own followers.

Start by going through your followers to get a really clear picture of who they are. Look at who they’re following and you may see some influencers pop up already. Keep those tabs open!

Step 2

Which hashtags do you commonly use that align with your message? Visit those and look for influencers who are already using them. Keep those tabs open!

Step 3

Now that you’ve got a nice, busy browser with a lot of tabs, go through each one individually and do two things:

1. Look for people they’ve tagged in their content with them. Often where there’s one influencer there’s multiple.
2. If you’re on Instagram, you can use the little down arrow to view similar profiles. Open them all!

Repeat this process, eliminating influencers based on the quick no-gos, such as the wrong number of followers, obviously low engagement, or the wrong location.

Alternatively

You can use platforms like Ninjalitics or Scrunch to access a database of influencers. There are free versions with limited data on each influencer, otherwise both offer paid subscriptions if you’re really keen. If you start to run big campaigns, then we recommend looking into these platforms, but if you’re just starting out, then feel free to continue manually. You’ll get to know the ins and outs a lot faster.

Tip #4



Don't go straight for the bigger influencers so you reach more people. More followers don't necessarily mean engaged followers or followers who are part of your target audience.

Finding the ‘Right’ Influencer

What should I look for in an influencer?

There are several key things to look at when choosing influencers (aside from the fact that they need to live in the areas you’re targeting):

Engagement

This is a buzz word when it comes to influencer marketing, but for a good reason. Originally, all brands looked for were influencers who had a lot of followers and looked pretty. In reality, this doesn’t really work for anyone and while you can certainly get a lot of reach, that’s rarely going to help you achieve tangible marketing goals.

There are different forms of engagement and when you look across multiple platforms, you’ll see that some of them offer more importance than others. For instance, on Twitter re-Tweets are really important and on Instagram saves are really important. One thing all platforms agree on though, is comments. Comments are where you can gather incredibly valuable information about audience sentiment and where you can engage in meaningful conversations.

Engagement rate

An influencer’s engagement rate is a good indicator of how highly their audience regards their content. Using publicly available information, you can calculate the engagement rate using this formula:

Eng. rate = avg. number of engagements / followers

Where the average number of engagements come from their last few posts.

For nano influencers on Instagram, aim for an engagement rate of at least 5% but as their audience grows, this can go down to a minimum of 2.5%.



Don’t forget to be active in the comment sections of your influencers’ posts! They’ve just introduced new people to your brand, so reward those people with positive brand interactions by answering their questions, thanking them for supportive comments, and adding value.

— Gianna, Agora Agency

Finding the ‘Right’ Influencer

Matching voice

We’ve said it before and we’ll say it again. The best content is authentic content. Your influencer knows how to create content their audience will enjoy and, conversely, your audience knows when you’ve created the content for your influencer.

Choose influencers who already align with your brand voice and image, so you don’t feel the need to restrict their creativity too much. This is in relation to their style of imagery, the filters they use, and how they speak in their captions and stories.



My top tip for working with influencers is to give them as much creative freedom as possible! Nobody knows their audience better than they do, and they know what makes for an engaging piece of content. Provide essential guidelines (e.g. no underwear/swimwear”, “please create your content outdoors” etc - whatever is essential for your brand), but the more freedom you can provide, the better!

— @jotanton, influencer

Finding the 'Right' Influencer

Audience

As with any marketing campaign, you want to be sure you're targeting the right audience. With influencers, this comes in the form of their followers (largely, obviously other people can still view their content too).

The platforms mentioned earlier will show you audience data as part of their paid subscriptions. This includes information about where their followers live (down to the city in some instances), their gender split, and what topics their followers are interested in.

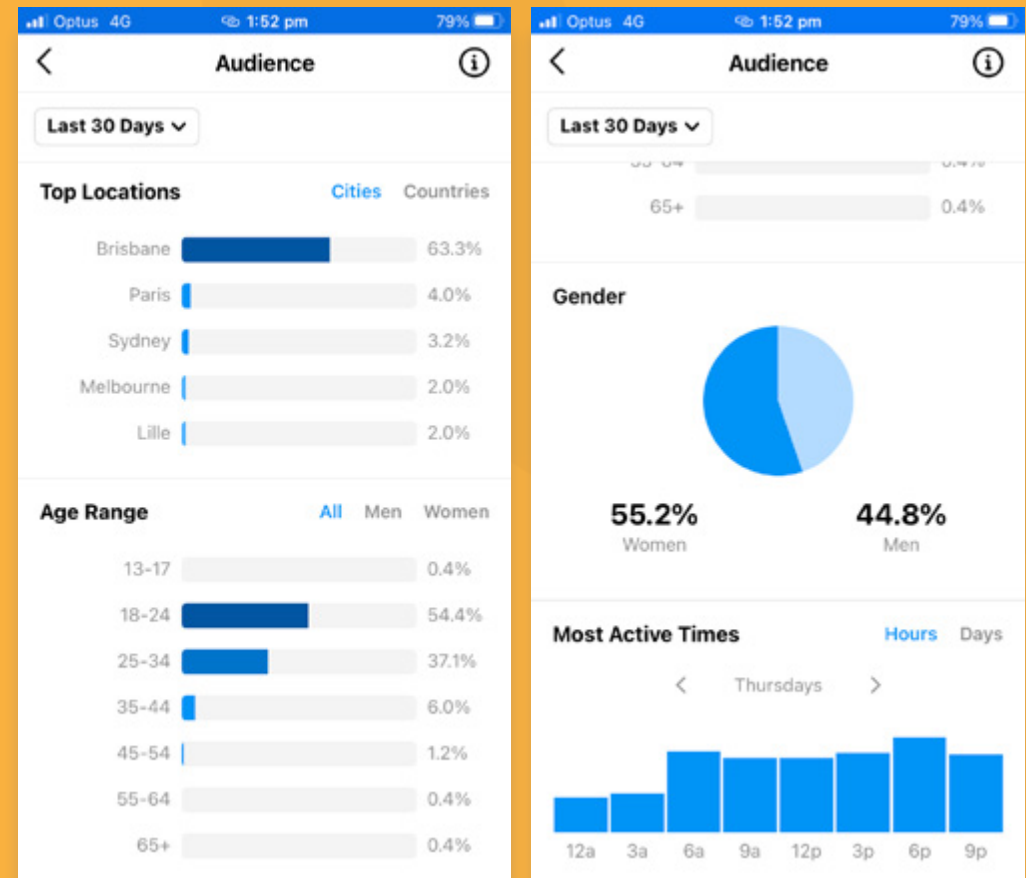
But, once you've got a shortlist of influencers you'd like to work with, you can ask for this information yourself. In the early stages of your outreach to them, make sure it's clear that while you'd like to work with them, it's dependent on them having an audience which matches your desired target.

Here's an example of what audience insights look like on Instagram:

#TooManySponsoredPosts

The whole reason for using influencers is to offer an authentic voice for your brand. Working with someone who promotes products in every other post will likely dampen that authentic message.

Keep in mind though, that influencers in some industries (like beauty and fashion) will tag brands in almost every photo, simply because that's what their followers want to know. They're not necessarily being asked to promote those brands.



Tip #6



Give your influencers as much creative freedom as possible. If you've chosen correctly, you'll be pleased with the results.

Tip #7



Look for how often they post branded content because you don't want to work with someone who's always chopping and changing their opinions and who seem to be just in it for the money.

Finding the ‘Right’ Influencer

How can I tell if someone has fake followers?

Check for suspicious engagement

We mentioned earlier that you should calculate an influencer's engagement rate and work with those who have a high one, however, you want to make sure those engagements are good quality.

- Avoid people who have a lot of comments that are just emojis, random phrases, promotions for giveaways, or from accounts like @john.user1234
- Avoid people who get a lot of likes on their posts but virtually no comments
- Remember, extremely low engagement rates can indicate fake followers

Check their audience locations

Bots often appear as accounts from Brazil, India, or Russia so if an influencer has a majority of followers from those locations and a lot less from their home country, this could be a sign that they're fake. Keep in mind though, that if an influencer has travelled a lot or used to live in another country, this will affect where their audience is located.

Check programs like Ninjalitics

At the time of writing, Ninjalitics shows you a graph of the influencer's follower count over time. If you see a large spike in followers, this could indicate that they purchased followers or used a follow-unfollow technique. Remember though that spikes can also be because they ran a giveaway (or partnered with someone who did) which encouraged follows, so check the timeline.

Outreach

Make outreach personal; give them both what you can do for them and what they can do for you. Include WHY you decided to reach out to them - Do you like their content style? Do you like the support they show for certain initiatives? Have you seen them regularly use a product like yours (but not as good)?

Most influencers have their email address in either their bio or under the 'email/'contact' button on their profile. If they've got a talent manager, be sure to email them directly instead of the influencer. If you can't find that information, and sometimes you won't be able to, you can still send them DMs, just be sure to include the same authenticity as you would in an email and move the conversation to a more formal setting as soon as you can.

Here's an example based on if we (Agora) were emailing influencers to find out if they want to be part of our podcast:

Hey *influencer name*,

I hope you're going well!

My name is Gianna and I work with Agora Agency. We're a Brisbane based digital marketing agency and we're about to launch a podcast called The Marketing Roundtable. It's a monthly marketing roundtable where we offer insights and expertise on marketing hot topics.

For one of our first podcasts, we'd like a couple of influencers to join us to share their unique perspective about working with agencies and brands directly. We really loved the recent content you created for Silk Laundry and Petit Barcelona, and it's clear that you've done a few great brand collaborations. You also have a great presence on your stories and IG lives, so we think you'd do a great job at speaking on our podcast.

If you're interested at all, please let us know because we'd love to work together on this!

Chat soon,

Gianna

Tip #8



Don't just slide into their DMs.

Contracting and Regulations

In most cases, you'll be exchanging money (or at least something of value) with an influencer in return for the promotion of your brand. This means it's highly beneficial that you have a contract in place which protects both parties and clearly outlines what's expected. It doesn't need to be incredibly complex, as long as it follows the basic guidelines of contract law and is clearly written.

If you'd like a template contract then please let us know, we're happy to provide one! Note: we are not lawyers, so we recommend getting your final contract reviewed by a professional.

Key points to make clear:

- What's required of the influencer, in other words, the 'deliverables'
Eg. 1 x Instagram post and 1 x Instagram Story posted by the 8th of January.
- When and how to receive payment, and what it will be
Eg. Payment will be made within 7 days of receipt of all required insights after content has been posted. Please send your invoice with the below information, to accounts@yourbusiness.com and you will receive payment of \$300 AUD.
- If there are any legal requirements or specific disclosures for your industry
Eg. 18+. Gamble Responsibly. Gamblers Help 1800 858 858.



Contracting and Regulations

- If you have a desired exclusivity period (note that depending on the influencer you partner with and the industry you're in, you may need to pay more for an exclusivity period if it will directly inhibit the influencer's income from other brands)

Eg. You may not work with any other organic skincare brands for 14 days before and after posting.

- Specify how you'd like to disclose your partnership, keeping in mind different national legal requirements depending on the country your influencer is in and/or promoting to

Eg. #YourBrandNameSponsored + the "Paid partnership with Your Brand" tag

As per the Australian Association of National Advertisers' guidelines, you're legally required to disclose the relationship between your brand and the influencer. Note: #sp isn't going to cut it - you need to make sure your disclosure statement is clear to the general public and doesn't use industry jargon.

Remember: Instagram and Facebook require influencers to use the "Paid partnership with..." tag on all sponsored posts in addition to the legal requirements for your region.

We also recommend that your influencers briefly mention why they've partnered with you and your brand. Authentic relationships garner the best results and being transparent about why they've partnered with you will help support this.



Usage Rights and Intellectual Property

The content that an influencer creates is their intellectual property, whether it was created to promote your brand or not. Without additional agreements (and often payment) in place, you may only use their content organically, otherwise you risk fines and coming under the wrath of an influencer with a large audience.

Organic resharing

This is the most common form of resharing user-generated content. You mustn't edit the image in any way, like adding a watermark or changing the colours, and you must give credit to the creator. It's best practice to avoid using screenshots and instead ask for a high-quality version of it from the influencer if you don't already have a copy.

We encourage you to reshare content in this way for a number of reasons: it increases the number of links between you and your influencers, it's high quality user-generated content which can supplement your brand-generated content, and it garners social proof.

Digital usage/commercial usage

If you'd like to use content in your ads, on your website, or in any format without giving credit to the influencer, you will need to negotiate these usage rights into your contract. Depending on how and for how long you'd like to use the content, the amount you'll need to pay will change. For instance, if you're planning on running Instagram ads with your influencer's photo for a month, it will cost a different amount than if you were planning on using it on your website indefinitely.

We always encourage holistic marketing strategies and the best way to get started is by asking your top performing influencer if you can boost their post. This is particularly straightforward on Instagram, as the app natively encourages boosting a post to increase reach and engagement.

Exclusive/non-exclusive rights

This is less likely to come up when specific products or services are featured in the content, but if you're paying for commercial usage rights, it may be beneficial to include an exclusivity clause for the same period. This will prevent the influencer selling this content (or using it themselves) and potentially directly competing with your ads.

Tip #9



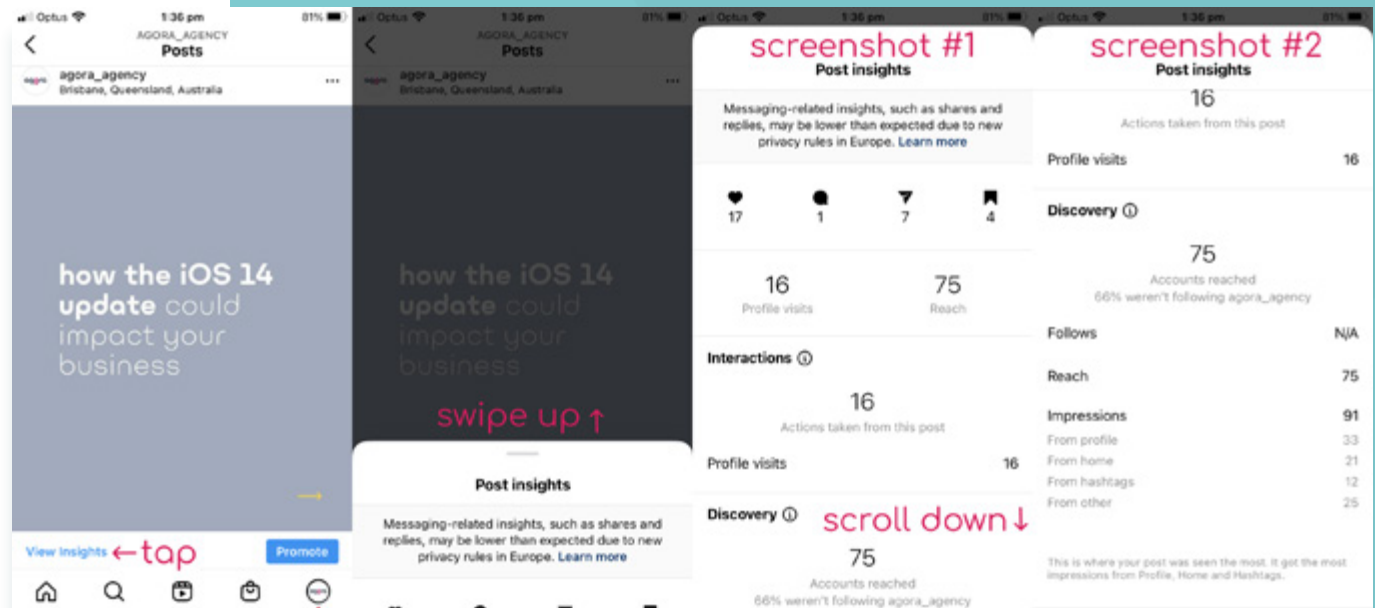
If you're not sure what you can do with an influencer's content, just ask. Using other people's content incorrectly can result in legal action, so if there's any uncertainty it's worth asking your influencer and getting something in writing.

Reporting and Results

Go back to your goals and think about why you wanted to work with influencers in the first place. Was it to increase brand awareness and reach a new target audience? Was it to make sales? These two goals involve very different metrics, so you need to be clear and concise with what you're after.

You will need to ask your influencer to send you screenshots of their insights to get anything beyond the surface-level (eg. number of likes and comments).

We recommend including step-by-step instructions on how to get the insights you're looking for and examples of what the screenshots should look like. There are often multiple ways of getting similar information, so don't get annoyed if your influencer sends something different through. Instead, use it as an educational experience for them.



Reporting and Results

What insights should I look for?

Reach

Reach tells you how many unique accounts saw your piece of content.

Impressions

Impressions are the number of times your piece of content was seen. Your impression value will likely be higher than your reach value as some accounts will see your content multiple times. Depending on the platform, sometimes you can see where these impressions have come from which can be useful for reporting.

Views

Usually used in terms of videos, views are like impressions in that they're not necessarily unique; an account may have viewed your video multiple times.

Engagements

Engagements come in multiple formats depending on the platform your content was posted on, so we won't go through them all but these are the top five that you'll encounter.

Likes - the number of likes your piece of content has received.

Comments - the number of comments on your piece of content.

Saves - the number of times your content was saved for people to look back at it.

Shares - the number of times your content was shared, either within the app or externally.

Link Clicks - particularly important for traffic goals, link clicks are the number of times your link was clicked on directly via the content.

Conclusion

Firstly, nice work! You've made it to the end! It's a lot to work through and think about but be rest assured that once you've wrapped your head around it, your influencer campaigns will be great.

The main thing to keep in mind is making sure your influencers align with your target audience in their tone of voice, content style, and audience location. Once you've found those influencers, make sure you've clearly discussed what's expected from both sides and recorded it to keep everyone involved safe. Everything else can be modified based on you and how you run, but if you've set up those parameters you'll do fine.



If this seems like it's all a bit much for you to do on your own, the team at Agora are here to help! We can either run a strategy session with you or we can run your entire campaign.

Get in touch!



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