

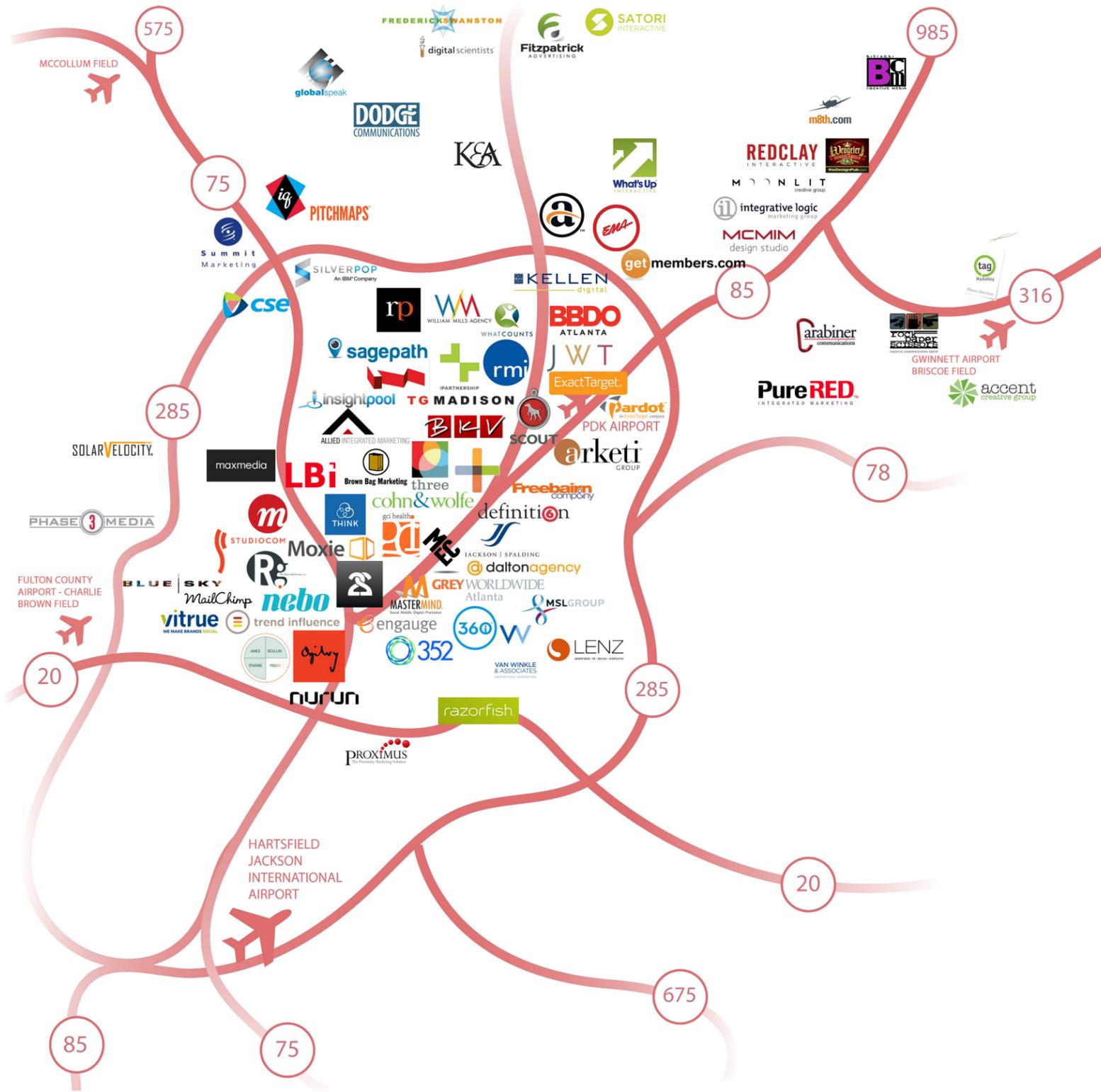
Where Georgia Leads:

Interactive Marketing

Marketing has moved from the traditional transaction-based model to the dynamic role we know today. Interactive marketing is becoming a larger part of the marketing mix and by 2016, it is estimated that advertisers will spend \$77 billion on interactive marketing - as much as they do on television today according to a study by Forrester Research.

Georgia is helping to lead the way in this growing interactive marketing landscape which includes everything from marketing automation, mobile, and email marketing platforms, to web design, content marketing, and all forms of digital advertising.

Georgia has evolved into a dominant East Coast digital marketing hub thanks to an ecosystem comprised of locally-based Fortune 500 companies, hundreds of marketing agencies, and more than a dozen regional and global media outlets and facilities. Interactive Marketing companies in Georgia also benefit from the state's comprehensive technology infrastructure and diverse pipeline of talent matriculating from more than 15 Georgia colleges and universities that offer industry-related curriculum. Collectively this ecosystem helps to drive the marketing efforts of some of the most-recognizable brands in the world.



Content Creators invested nearly \$3.1 billion in Georgia in 2012

Atlanta is ranked among the top 15 cities in America for social media jobs

Atlanta is ranked among the top 10 Mobile shopping cities according to the Interactive Advertising Bureau

Atlanta consistently ranks within the Top 10 among America's Most Wired Cities according to Forbes magazine

Atlanta was ranked #2 Most Socially Networked City in 2011 by Men's Health Magazine

Georgia Interactive Marketing

22squared Inc.
352 Inc.

360i LLC
Accent Creative Group
Allied Integrated Marketing
Ames Scullin O'Haire Inc.
Arketi Group
Aspen Marketing Services Inc.
BBDO Atlanta
Biscardi Creative Media
BKV Inc.
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CSE Inc.
Dalton Agency Atlanta
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Dodge Communications Inc.
Engauge
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About Technology Association of Georgia

TAG's mission is to educate, promote, influence, and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances Georgia's tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology.

TAG Marketing's mission is to help marketing professionals create value for their companies. To do this, we offer relevant programs that present the latest marketing techniques and tools using the insight of technology marketing peers. Helping marketing professionals create revenue and profit growth strategies for their companies. Marketing, when executed correctly, leads to higher sales and greater profits. That's the focus of TAG Marketing, the only statewide association that is 100% focused on serving a membership of technology marketing professionals.

For more information, please visit TAG at www.TAGonline.org, and TAG Marketing at www.TAGonline.org/chapters-and-societies/marketing/.

TAG serves as an umbrella organization for 33 societies including:

TAG Business Process Management	TAG FinTech	TAG Recruiting
TAG CFO	TAG Health	TAG Retail Technology
TAG Cloud	TAG Human Resources & Diversity	TAG Sales Leadership
TAG Connected Content	TAG Information Security	TAG Smart Energy
TAG Corporate Development	TAG Infrastructure	TAG Southeastern Software Association
TAG Customer Relationship Management	TAG International Business	TAG Supply Chain & Logistics
TAG Data Governance	TAG Manufacturing	TAG TransTech
TAG Data Science & Analytics	TAG Marketing	TAG Workplace Learning
TAG DevOps	TAG Mobility	TAG Young Professionals
TAG Digital Media & Entertainment	TAG Product Management	Women in Technology
TAG Entrepreneurs	TAG Professional Services	
	TAG Public Sector	

Additionally, TAG's charitable arm, the TAG Education Collaborative, is focused on helping science, technology, engineering and math (STEM) education initiatives thrive.

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