

GONZBERG AGENCY

Fact Sheet

Overview

Providing Advertising, PR and Web services for the Small-to-Medium Business (SMB) sector – although not exclusively so – Gonzberg Agency creates integrated market communication, that works cross-platform, and compels customer journeys. Originally a service of EduCel LLC, Gonzberg Agency was founded on the philosophy that powerful advertising is an amalgam of best practices and innovative ideas. Created from scratch, as a “holistic” agency – one not chained to legacy practices – the agency was spun off as a standalone entity in 2014 (incorporated in California).

The agency is led by two Senior Partners, Evan Berglund and Maria Gonzalez – each with decades of experience at local, national and global levels – who have worked, and collaborated, together for more than ten years. The Senior Partners oversee a local, as well as a multi-national crew, that includes analytics experts, UI designers, full stack developers, hands-on campaign managers, and creative talent.

Deploying the latest demographic, psychographic, and sociographic tools used to define target audiences, and where they can be reached in the purchase process, Gonzberg Agency crafts the type of powerful messages that works across all the touchpoints relevant to a client’s specific target audience(s). In addition all implementations of integrated approaches keep in mind that consumers do not live in channels; making "mapping the customer journey," and "assigning value to touchpoints," essential tasks, regardless of industry category.

Team

Setting it apart from other small agencies, the leadership’s extensive, hands-on experience in managing professional creative and technical talent (both in-house and remotely) allows Gonzberg Agency to make sure clients are served by individual, dedicated teams, tailored to their specific needs. This nimble and effective approach, not unlike an indie movie production, permits the agency to be agile (by design) and provides access to plenty of solid talent (wherever they hail from across the globe – Mumbai, London, San Francisco et al.), but without the costs and constraints associated with legacy operations.

Clients

The agency’s clients range from local businesses to national outfits running integrated campaigns cross-country. Each client receives market communication strategies and solutions customized for their unique business and target audiences: While many clients prefer one stop shopping for the whole customer journey, Gonzberg Agency also frequently works with clients interested in addressing the 70-90% (Forrester) of the customer journey – i.e., the “tricky, hard-to-do” part – not covered by Point of Sales (POS) or Customer Relationship Management (CRM) systems.

Capabilities

A partial list of capabilities in the Gonzberg Agency lineup includes: Strategy Development, Paid Media (mostly advertising), Owned Media (websites, social media and more), Earned Media (PR, word of mouth, and third party mentions), GeezerAdvice®, Legacy Media, Online Ad Management, POS/CRM Support, Branding, Omnichannel, and Responsive/Adaptive Website Development.

Headquarters

Gonzberg Agency is a fully integrated market communication agency headquartered in San Francisco, CA, in the tech-centric SOMA district.

Contact Information

For media queries and more in-depth information, please contact: [Maria Gonzalez](#), Gonzberg Agency, direct line: 415.930.9103. For additional details, please visit: <http://gonzbergagency.com>