

New Social Media Firm Races to Market

socialdeviant

Visionary and successful – savvy and sophisticated – smart and fast-paced: these business descriptions can be tough to live up to but Marc Landsberg does. As the CEO of start-up social media agency socialdeviant, llc, Marc is clear about the value proposition he brings to companies with complex marketing needs – and an appetite to effectively leverage social media to create value.

Marc's business background and leadership style help to ensure that his firm is a standout. Until early 2012, Marc was CEO of leading global digital agency MRM Worldwide. "I've spent my career in big agencies and was ready for the challenge of building a superb company, flat and fast, with the smartest, most intellectually curious people I can find," he says. Marc's new firm provides the deep expertise in solid marketing principles that help clients achieve their goals by harnessing the power of well-orchestrated social media. "Most social media agencies are started by 24 year-olds who know tech but can't talk to a CMO. They're more about the 'how' than the 'why'," he says. "As a former large agency CEO, I'm all about the 'why'—telling and evaluating the true business story. We provide marketers with content strategies for telling their brand stories in a socially connected world...and activating their communities to do something that creates mutual value."

Marc and his new firm move at a fast pace. In less than a year of operation socialdeviant has landed household-name clients and ramped revenues up into the millions. He credits THG with a role in the firm's rapid success.

Clear Vision Leads socialdeviant to Forge Partnership with THG

An essential element of successful entrepreneurship is ensuring that all the business basics are covered while still executing the vision. "I know what's required for building an effective business operation, I am just not interested in doing most of it," Marc says. "It's more important for me to be spending at least 80 percent of my time working with clients and talent."

A pressing need to find the right trusted advisors and service providers to build his operation led Marc to THG's front door. THG, a CPA firm noted for its unique fit with growth-oriented entrepreneurs, has designed their PRISM^(SM) services specifically for situations like Marc's. THG Partners Jim

Hechtman and Jordan Werblow had an immediate meeting of the minds with Marc and moved quickly to:

- Establish an effective and scalable financial operation for socialdeviant;
- Deliver outsourced support services that range from securing banking relationships to essential monthly accounting tasks;
- Provide insight and advice, acting as a CFO “thinking partner” to help evaluate important investments and business decisions.

Jim Hechtman says, “We have helped Marc evaluate decisions about capital requirements, acquisition of office space and timing of new hires. We even help to turn around requests for proposal (RFP) responses when socialdeviant needs extra support. We act as his finance department and as trusted members of Marc’s team to ensure that he can move at top speed to build his new business.”

Marc has been very clear about his business vision and needs. THG has delivered for Marc and enabled his firm’s speed to market. “THG is like catnip for entrepreneurs, I love that at our very first meeting, Jim Hechtman told me THG’s goal is to have socialdeviant outgrow them. That’s how a trusted advisor thinks”, said Marc.