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

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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