

who we are



One thriving company that elevates our clients and enriches our people.

Founded in Toronto in 2017, The Influence Agency is an award-winning digital marketing firm known for delivering performance-driven campaigns for some of the world's most exciting brands. From influencer marketing and social media strategy to SEO, paid media, custom content, and web design, we craft tailored solutions that elevate your brand and drive real results. Trusted by names like Staples Canada, Jamieson Vitamins, and Knix, we turn marketing challenges into measurable success.



416-254-2944



press@theinfluenceagency.com



theinfluenceagency.com



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Unit 214, Toronto, ON
M6R 2B2

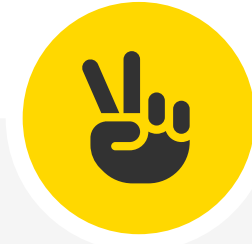


our difference



We get sh*t done

No excuses. We move fast, stay focused, and deliver results that speak louder than promises.



We work with the best

We're selective with who we partner with, ensuring every client gets our full attention, energy, and expertise.



We don't follow trends - we set them

With award-winning campaigns and industry recognition, we lead with innovation, not imitation.



We're your in-house dream team

Our tight-knit, full-time team feels like an extension of yours. No outsourcing, just deeply collaborative execution.



We play to win, always

We are a competitive team who is consistently recognized by the top awards and accreditations across our industry.



We're obsessed with better

Good isn't good enough. We constantly analyze, optimize, and evolve, because winning is in our DNA.



meet the partners



Tom Yawney

VP of Business Development

Tom is a Managing Partner and VP of Business Development who has crafted digital strategies for over 200 businesses. With a background in broadcast media, he's written scripts for the Olympics, major sports leagues, and produced content featured in top national outlets. As host of The Influence Agency podcast, Tom brings a sharp lens to the future of media, business, and storytelling.



Stephanie Walker

VP of Client Solutions

Stephanie is a Managing Partner and VP of Client Solutions with over a decade of digital marketing experience. Starting her career at Rogers Media managing multi-platform campaigns, she evolved into a specialist in social media, SEO, and paid media. Her passion for influencer marketing helped fuel the agency's founding, and today, she leads integrated strategies that blend influencer work with powerful digital solutions.



Michael Landry

VP of Strategy

As Managing Partner and VP of Strategy, Mike shapes The Influence Agency's long-term vision and growth. With experience consulting hundreds of businesses, he now steers strategic investments, legal, and finance operations while maintaining close ties with key clients and internal teams. His unique vantage point, both in the weeds and at 30,000 feet, keeps the agency agile and future-ready.



Noah Parker

VP of Operations

As Managing Partner and VP of Operations, Noah brings two decades of digital and performance marketing experience. From hospitality to cannabis to enterprise brands like KPMG, LCBO, and PUMA, he's built innovative campaigns that engage and convert. Known for crafting immersive digital experiences, Noah ensures the agency runs smoothly and delivers standout results across the board.



industry awards

We're proud to showcase a range of prestigious recognitions that highlight the incredible work we've done with our clients, partners, and team. From creative excellence to impactful campaigns, our awards reflect our commitment to innovation and success.



Summit Creative Award

2025

- BarBurrito: Food For Every Mood - Multi-channel and 360 Marketing Campaign
- Youtheory Canada: Confidently You Campaign: Online/Digital/Social Media
- Well.ca: Digital Out Of Home Campaign

2024

- The Influence Agency - Annual Report
- Event Circle - Website Redesign
- Harbour 60 - Photography

2023

- Staples - Media Campaign
- Napoleon Grills - Social Media Campaign

2022

- Jamieson Vitamins
- Plan International Canada



ADCANN Awards

2022

- Best Social Media - Cruzy
- Agency Marketer of the Year - TIA (Noah Parker)



Google Premier Partner

2025



The Career Directory

Best Employer for Recent Graduates - The Influence Agency

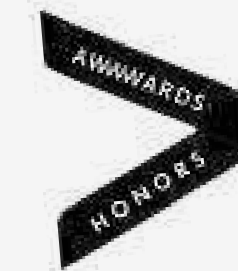
2023, 2024, 2025, 2026



Notable Awards

The Influence Agency - Agency of the Year

2023



AWWARDS Honors

Archipelago Productions

2023



CSSW Star Award

Archipelago Productions

2023



The Globe and Mail

Canada's Top Growing Companies - The Influence Agency

2023, 2024



Influence This Award

Best in Branded Content - Jamieson Vitamins

2024



press coverage



What does it take to make a living on social media?

[Read more](#)



Monday Marketing News: Wishpond, AfterPay, Awards, and more!

[Read more](#)



Movers & Shakers: Kraft, Panera, Molson Coors, Nordstrom and more

[Read more](#)



The Influence Agency's mantra of 'doing great work for great people'...

[Read more](#)



Inside the Unlocked Yearbook 2026: What Canadian Marketers...

[Read more](#)



The Creator Economy Outlook 2026: Part 3

[Read more](#)



ICYMI: Apex Mobile launches in-game ad division

[Read more](#)



Revolving Door Roundup: Leo Burnett, Mojo Supermarket, Ogilvy...

[Read more](#)



The Influence Agency Executes Plan International Canada's First IGTV Influencer Marketing...

[Read more](#)



How Politicians are Targeting you on Facebook

[Read more](#)



Up to the Minute: Agnostic appoints new president

[Read more](#)



The Influence Agency: 360° Approach Delivers Seamless Campaign Integration

[Read more](#)



speaking engagements



Tom Yawney

VP of Business Development

- Queen's Venture Network - Influencer Marketing Panel
- Rogers Small Business Series
- The Influencer Podcast
- Jason Swenk Podcast
- American Marketing Association
- Legendary Leadership Series host
- Speaker at:
 - Students talks at Humber, McMaster, UofT
 - Radio hits with Newstalk 1010
 - Newspaper interviews with Toronto Star and Globe & Mail



Stephanie Walker

VP of Client Solutions

- Speaker at:
 - MasterClassing
 - Canada's Podcast
 - Consultus Academy
- Judge at CWE Gala



Tanya Cruz

Director of Communications

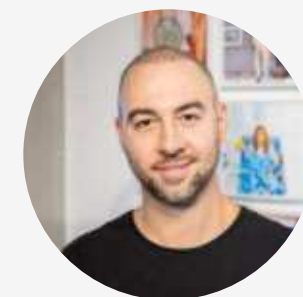
- Speaker at:
 - HeyOrca Community Summit
 - Monday Girl Summit
 - Masterclassing
 - Canadian Meetings + Events Expo
 - Win in Any Market
- Hosted digital marketing workshops such as Consultus
- Featured on NetInfluencer
- Took part in lectures/panels for the University of Guelph-Humber, York University, Mohawk College



John Bastawrous

Director of Client Success

- Hosted a TED talk in 2015
- Featured in Strategy Mag
- Featured by NetBase, a social listening tool



Noah Parker

VP of Operations

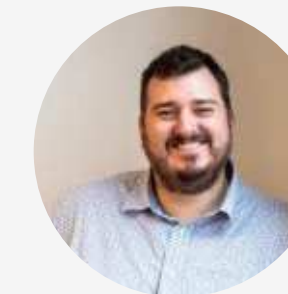
- AdCann named Operations VP Noah Parker as Agency Marketer of The Year in 2022
- Hosted digital marketing workshops such as Consultus
- 2017 sat on a panel (with Tom as well) at WeWork discussing the 'Current state and future of Influencer marketing
- Media quotes/interviews - Vice



Tyson Huggins

Director of Performance Strategy

- Canadian Meetings + Events Expo (CMEE) Speaker
- Consulted on BW Global survey for Global Search Trends



Mike Landry

Director of Strategy

- Guest speaker for Safebridge Financial, and s.t.o.p restaurant supplies
- Featured in:
 - Freshbooks
 - 100 Ways to Make 100K Podcast





what we do

At The Influence Agency, we specialize in delivering 360-degree digital marketing elevation. We combine data-driven strategies with creative execution to help brands grow, engage their audiences, and achieve measurable success. With a results-oriented mindset, an award-winning team, and a passion for innovation, we craft impactful campaigns that cut through the noise and drive real business outcomes.

services overview



Influencer Marketing



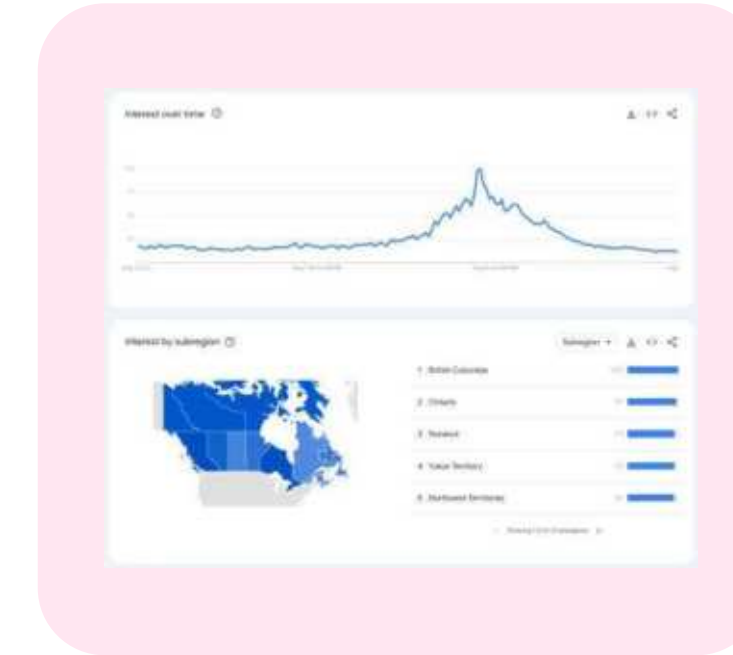
Paid Media Marketing



Social Media Marketing



Branding



SEO & Content Writing



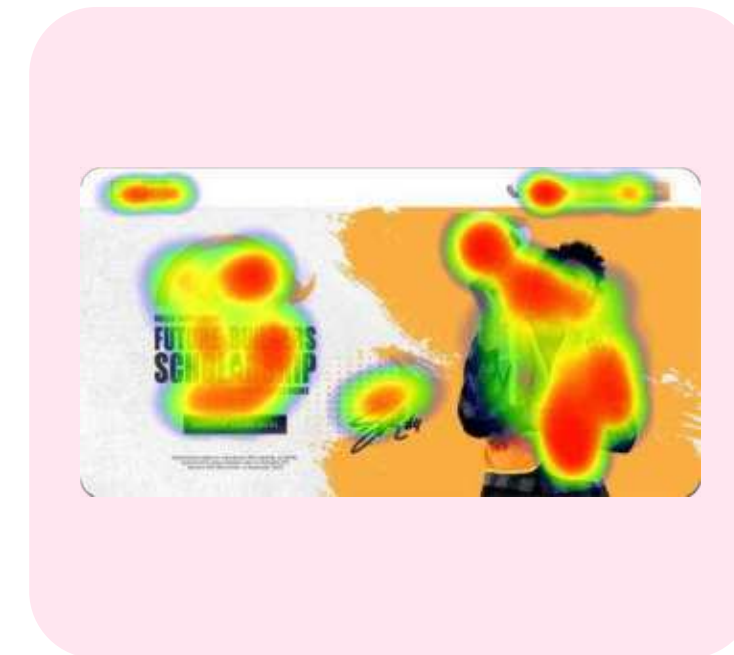
Email Marketing



TV Commercial Production



Web Design & Development



Conversion Rate Optimization



Activation & Event Management



Creative Media & Branded Content



influencer marketing

Connect with creators who move the needle. We match your brand with the right influencers to drive engagement, grow awareness, and convert audiences.

athlete

beauty

business

cannabis

celebrity

family

fashion

fitness

foodies

gaming

interior design

lifestyle

music

outdoor adventure

social activist

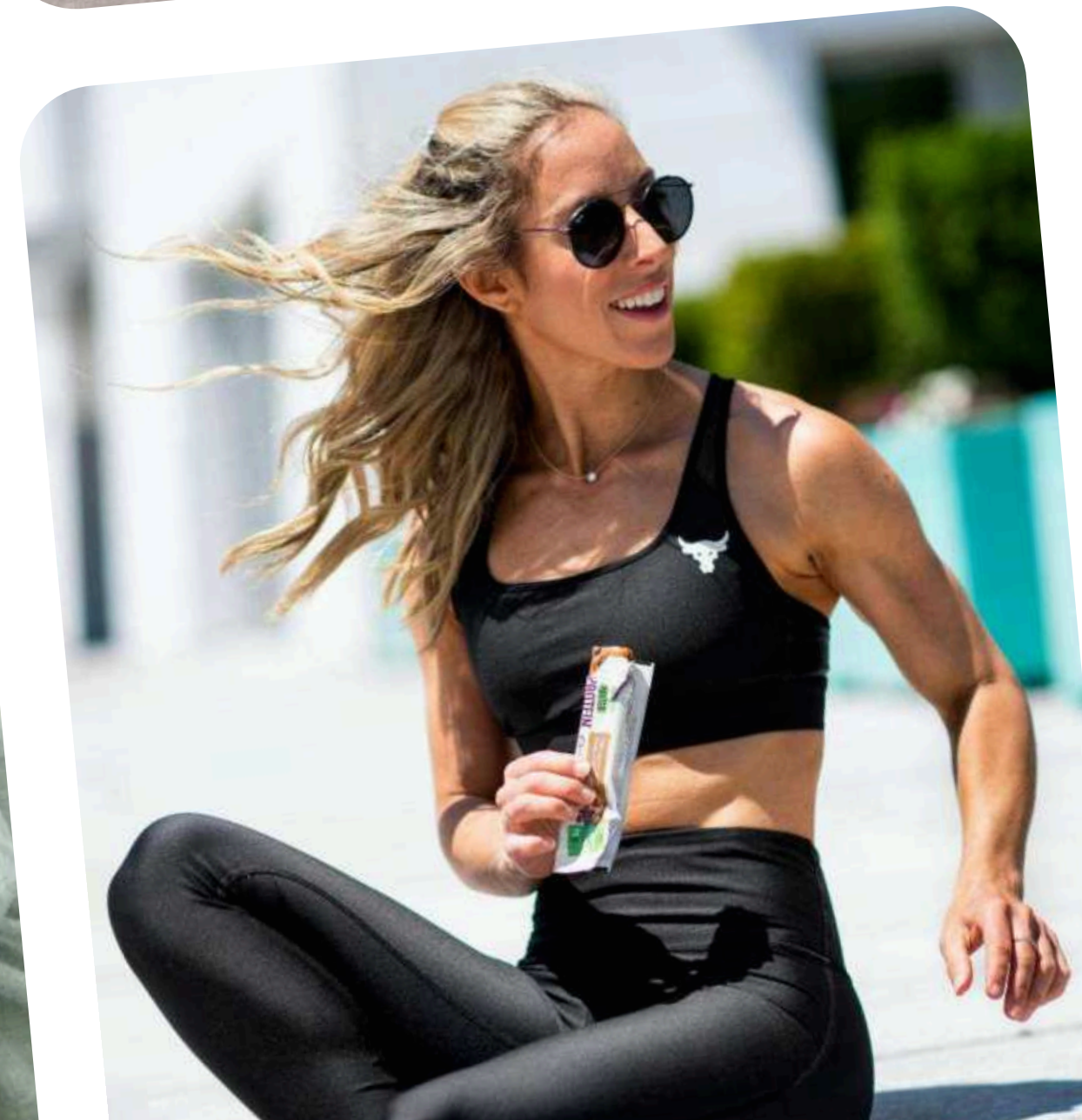
sustainability

teach

travel

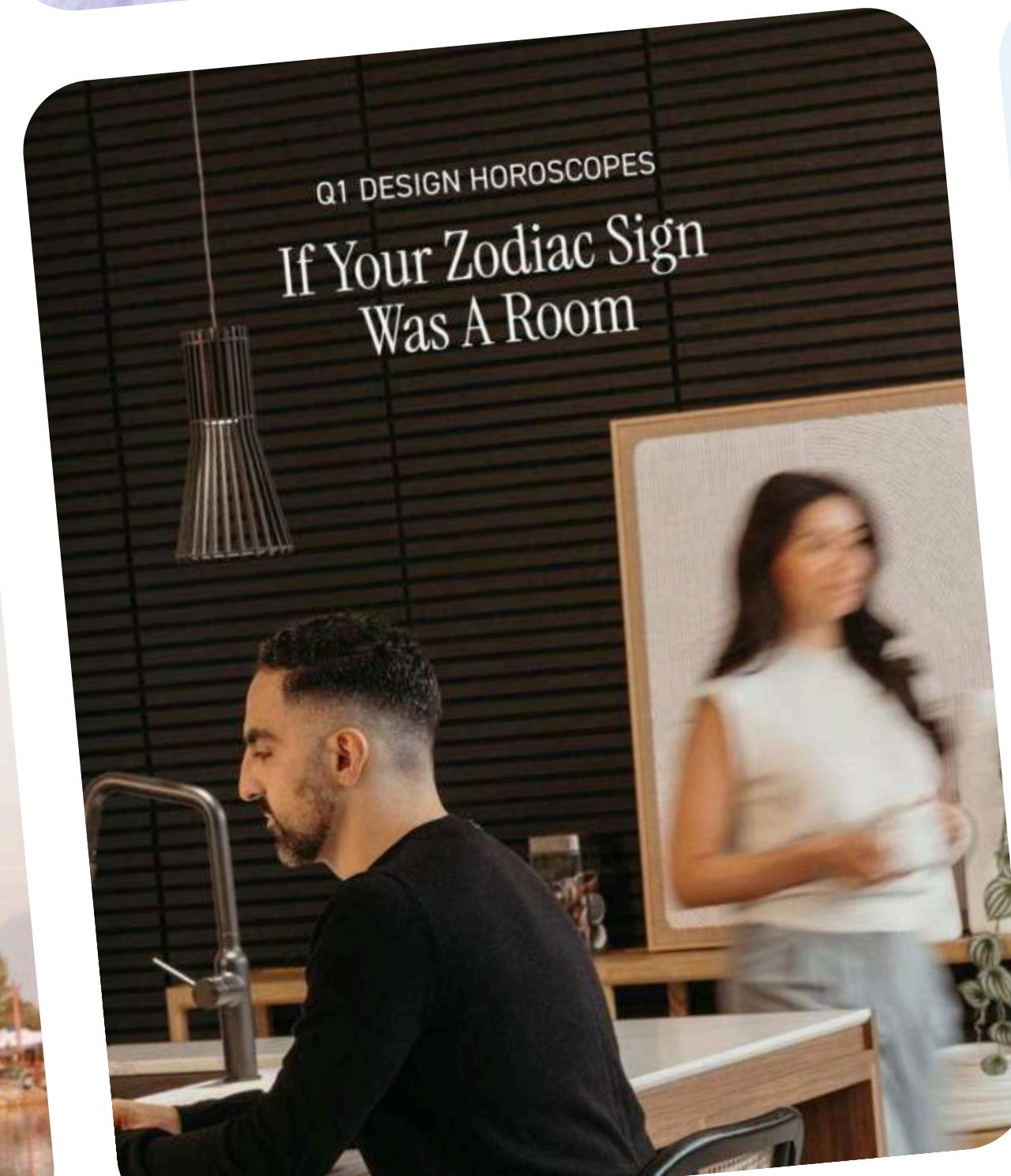
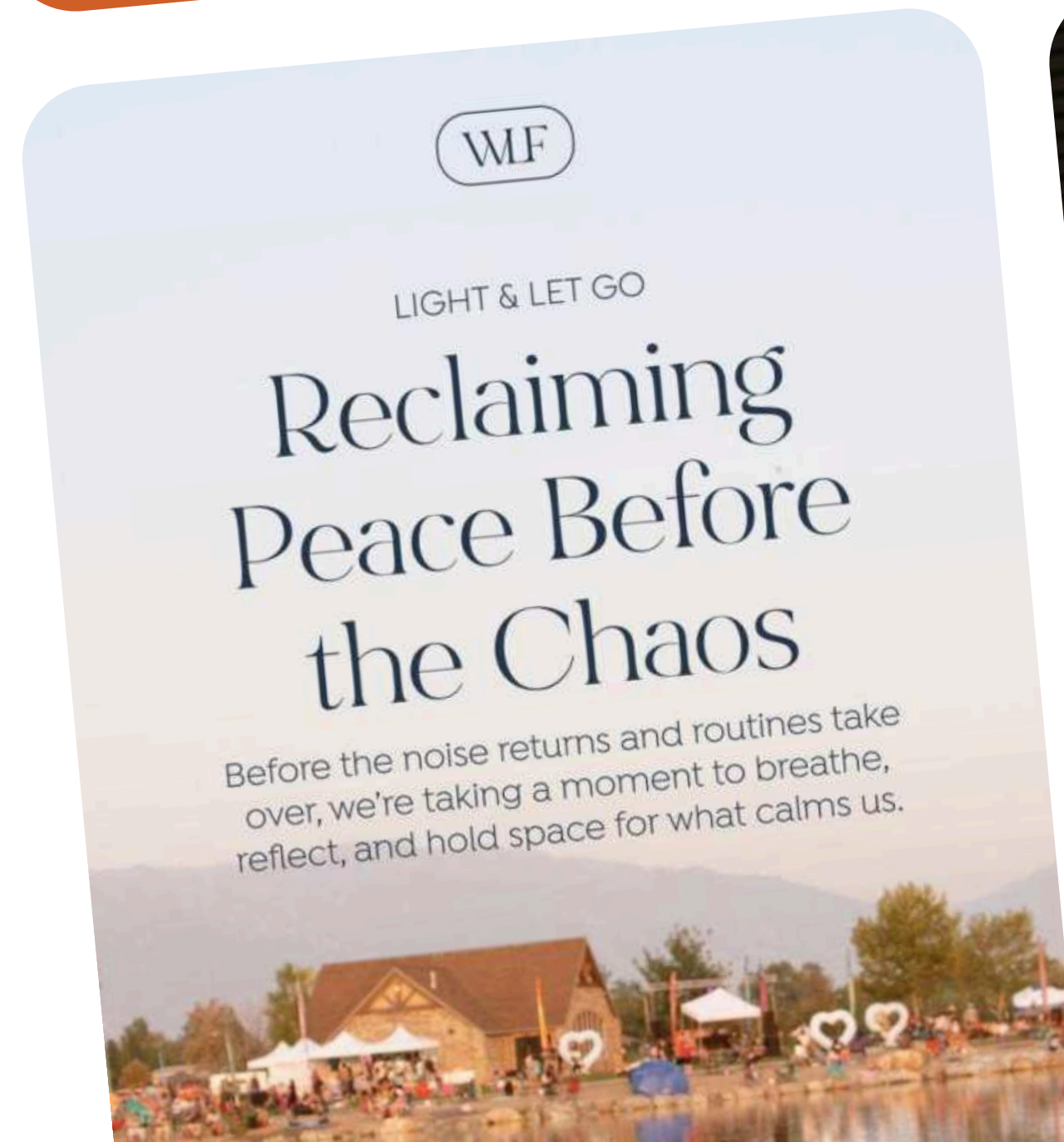
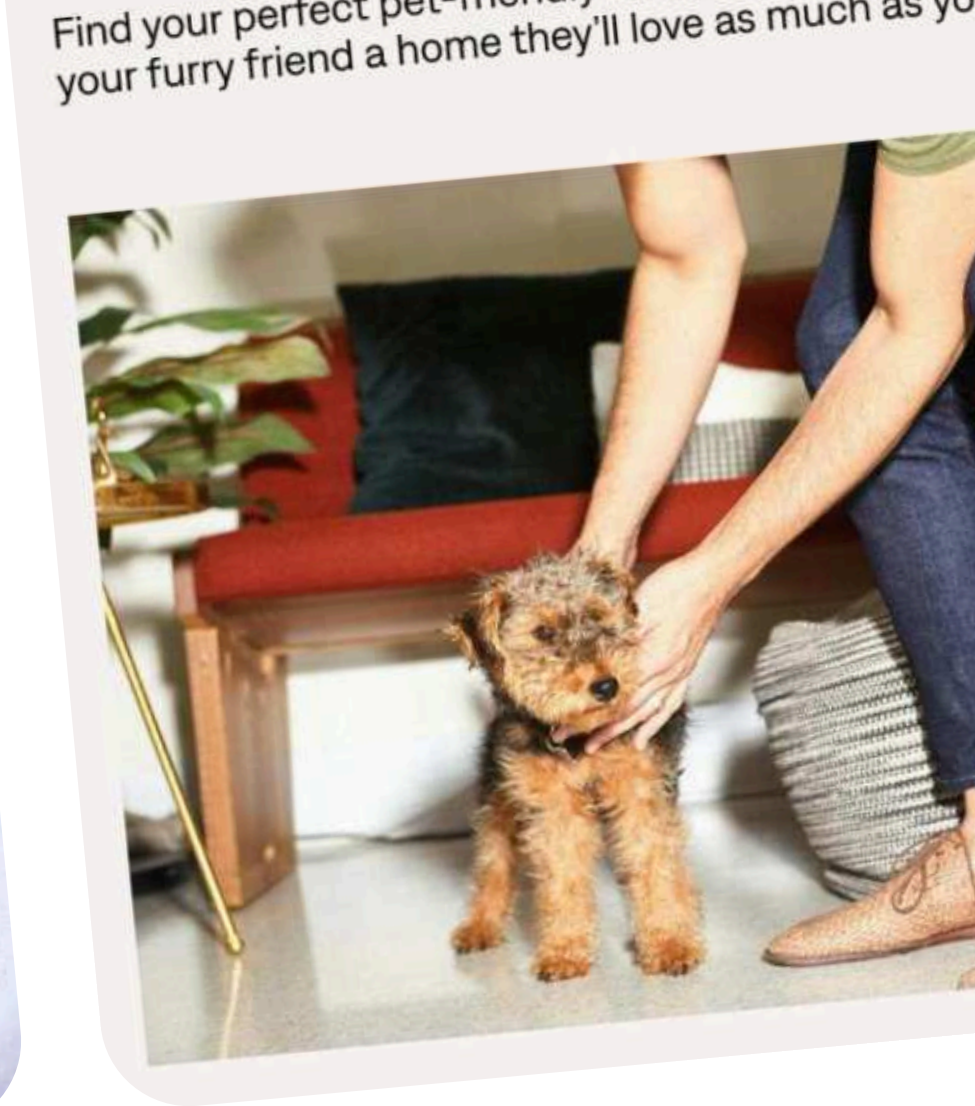
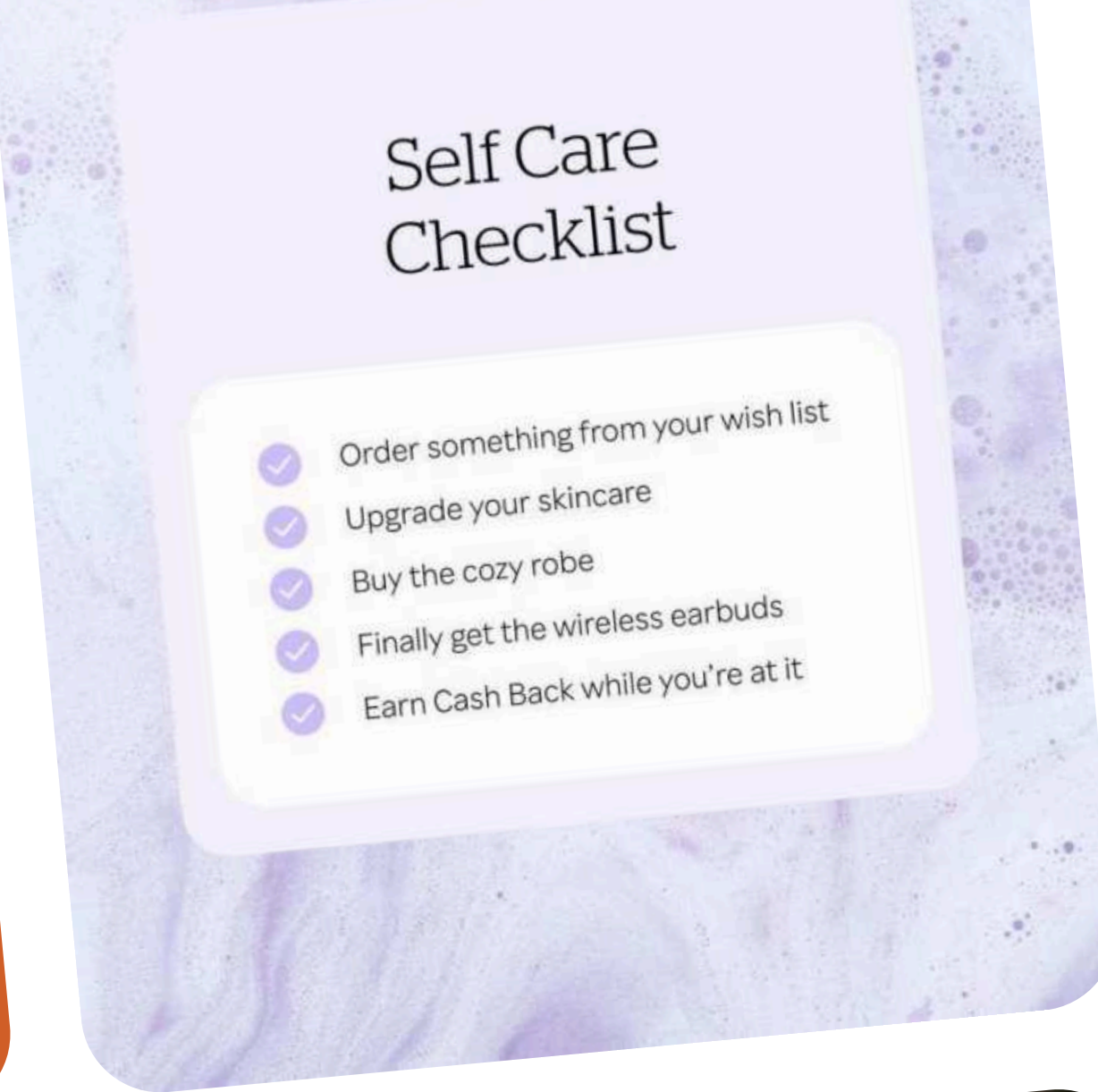
wellness

AWARDS & BADGES



social media marketing

Connect with creators who move the needle. We match your brand with the right influencers to drive engagement, grow awareness, and convert audiences.



AWARDS & BADGES



seo & content writing

Be found first and often. Our SEO experts and content team boost your rankings, increase organic traffic, and establish your authority in the space.

Building trust and loyalty between you and your clients strengthens rapport, a key component of sustainable business growth, in addition to the amount of liquid cash you hold.

Role of Stable Cash Flow

A steady cash flow can fund rapid growth, but it also forms better relationships between other parties and organizations in your business ecosystem. These may include stakeholders and other key personnel who further contribute to the expansion of your business.

Maintains Supplier Relationships

With consistent cash flow, you can pay suppliers on time or even early. That improves your reputation with suppliers, making them more confident in you and more likely to offer incentives or additional support.

There's no way around it—paying suppliers according to schedule is fundamental if you want to ensure smooth operations and supply chain stability. Habitual late payments *only hurt your business*.

Elevates Client Relationships

Steady cash flow can also help strengthen client relationships. Increasing working capital by way of invoice factoring means you can spend money to enhance services, innovate product offerings, and streamline deliveries. This leads to quicker response times, improved service quality, and the ability to meet client demands more efficiently, ultimately boosting client satisfaction and loyalty.

Invoice Factoring: A Scalable Solution for Businesses of All Sizes



Sustainable business growth isn't reserved for young companies—businesses of all sizes should consider growth at various stages of their life cycles. Invoice factoring is a natural fit for sustainable business growth, meaning factoring is a scalable option for companies of any size and within any sector.

Why Invoice Factoring is Scalable for Small Businesses and Startups

An upstart typically struggles to generate and maintain liquidity—it's the reason why 82% of businesses fail shortly after launching. Factoring solves this problem, ensuring businesses have steady cash flow early on.

For example, a small ice cream producer might run into cash flow trouble when a convenience store chain places a large order with payment terms of 30 days. In this case, selling their unpaid invoices to a factoring company can yield a significant advance, which they can use to cover production and delivery costs. This would ensure they can fulfill the order without straining their finances.

Why Invoice Factoring is Scalable for Medium-Sized Enterprises

Mid-sized businesses often face a mismatch between customer and supplier payment terms. For instance, their customers might have payment terms of 60 days, while their suppliers require payment within 30 days. Invoice factoring offsets this by generating enough cash flow so the company can meet urgent supplier deadlines, helping maintain the business relationship.

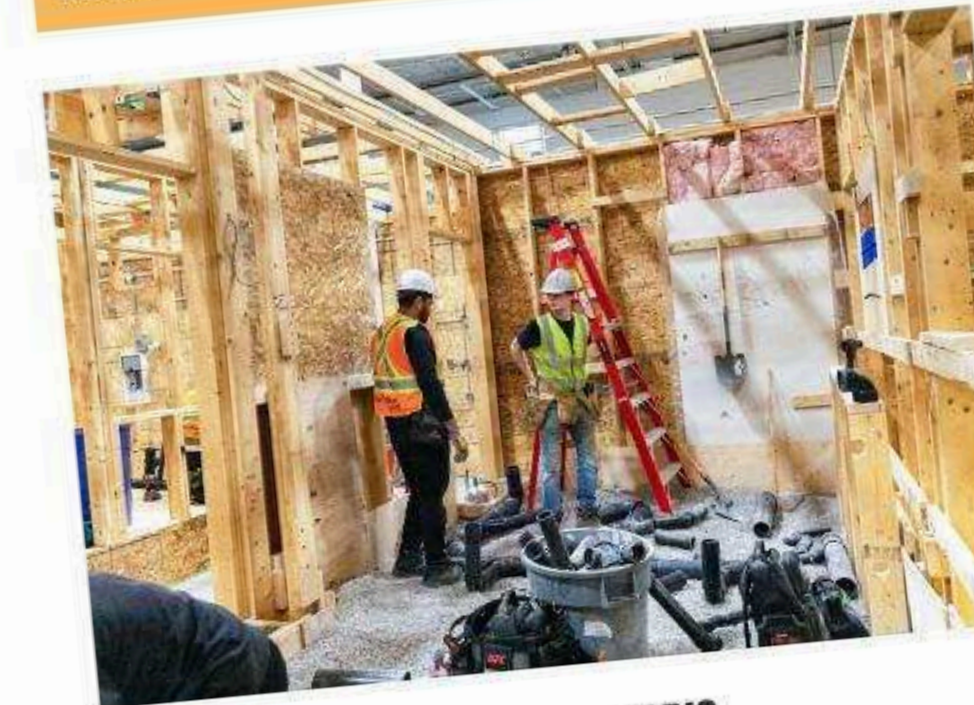
Why Invoice Factoring is Scalable for Large Corporations

Large corporations aren't immune to cash flow problems. Despite their large budgets and greater access to resources, they can face periods of stagnant funding due to seasonal fluctuations or unexpected events. In such cases, factoring can cover an unexpected shortfall.

An example of a large corporation benefiting from factoring would include an international IT company that must wait out extended payment terms lasting 60 to 90 days. Naturally, this creates a cash shortfall that may trigger operational bottlenecks and delay progress on a big project. Invoice factoring can generate immediate liquidity to fund the project while the company waits for payment from its customer. This allows the company to sustain operations without financial setbacks resulting from unpaid work.

Facts About Invoice Factoring

Let's say you're converting a 500 sq ft unfinished basement into a finished space. You'll likely need to take out bigger construction loans or force trade-offs elsewhere (e.g., cheaper flooring or lighting).



COST OF RAW MATERIALS IN ONTARIO

In Canada, the material cost to build a custom-built home is constantly shifting, and so is the cost of home renovation projects. Here's the kicker: prices don't just change year over year—they move month to month. Low prices today can cost significantly more next month.

The Raw Materials Price Index **dropped 1% in March 2025** due to lower energy and agricultural prices. However, since that dip came after several months of steady increases, the cost of raw materials is still up 3.9% compared to last year. Right now, market prices for key construction materials like metal, lumber, and concrete still feel the effects of previous surges.

As a result, the cost of construction in Ontario, especially in urban areas and major cities like **Toronto**, is also higher. Today, building a house in Ontario costs \$320 to \$550 per square foot (for a single-family home). That was only around \$250 in 2023.

On the other hand, prices in rural areas like Northern Ontario and the surrounding area sit at around \$250 to \$450 per square foot for the average size in 2025.

Here's a closer look at the prices of raw materials in Canada:

Raw Materials	Average Price (May 2025)
Softwood Lumber (2x4 Eastern spruce-pine-fir)	\$650 per 1,000 board feet
Structural Panel	\$400 to \$600 per 1,000 square feet
Crushed Stone or Gravel	\$10 to \$50 per ton
Concrete	\$120 to \$150 per cubic yard
Steel Rebar	\$0.18 to \$6.80 per foot
Bricks	\$0.35 to \$0.90 per brick
Hardwood Flooring	\$9 to \$25 per square foot
Plumbing Pipes	\$0.40 to \$8 per linear foot
Light Fixtures	\$25 to \$120 (Fluorescent Lights)

WHY DO BUILDING MATERIAL PRICES FLUCTUATE?

Building material prices rise and fall for all kinds of reasons—some local, some global. Here are a few of the big factors:

- Supply and demand
- Natural disasters
- Fuel prices
- Global markets
- Government tariffs and policies

Case Study: The Great Lumber Crisis of 2021
As an unexpected side effect of the pandemic, lumber prices soared to record highs in 2021, more than tripling in some regions. Mill shutdowns, increased demand from DIYers, and supply chain bottlenecks created the perfect storm which led to massive cost overruns, delayed builds, and project cancellations.

Vaping vs Burning Flower: What's the Difference?

A regular alternative to smoking is **vaping cannabis**. Unlike smoking, which involves combustion, vaping heats cannabis flower just enough to release cannabinoids like THC and CBD without burning the material. This means fewer toxins, reduced stress, and a smoother hit that's easier on the lungs. Many consider vaping a **lower risk alternative** compared to smoking tobacco or weed.

Using weed in smoking pipes	Done
<ul style="list-style-type: none"> • Cheaper (backlash less harsh on the lungs) • More discreet and portable • Strong heat-acting psychoactive effects • Controlled temperature setting with adjustable vapourizers 	<ul style="list-style-type: none"> • Little social stigma can be higher • Vaping products still contain nicotine—quality and sourcing matter

Edibles: The Classic Alternative to Smoking

To completely ditch inhalation, **edibles** are a fun, favourite way to consume cannabis. From gummies, chocolates, and more, these are made with THC extracts infused into edibles and food. They're long-lasting and deeply relaxing.

Edibles vs Smoking Weed - Pros and Cons	Done
<ul style="list-style-type: none"> • Portable or super discreet • Strong, euphoric and relaxing effects • Longer-lasting, high to 12 hours • Great for chronic pain, stress-related, and mental health support 	<ul style="list-style-type: none"> • Shows onset time (takes 30-90 min) • Can hit harder, be overused • Quality varies greatly

Edibles vs smoking pros and cons often come down to timing and tolerance. If you're new to cannabis, the high starts low (10 to 5 mg or THC) and goes slow.



Cannabis Oils, Capsule Tinctures

Another popular way to consume cannabis is through **oils, capsules, and tinctures**. These are often used for medical purposes or anyone looking for a steadier dose over time.

- Discreet and portable
- Dependable and consistent effects
- Can be used in many ways, including sublingual

When you use a balanced blend of CBD and THC for various medical conditions, it's important to be aware of that.

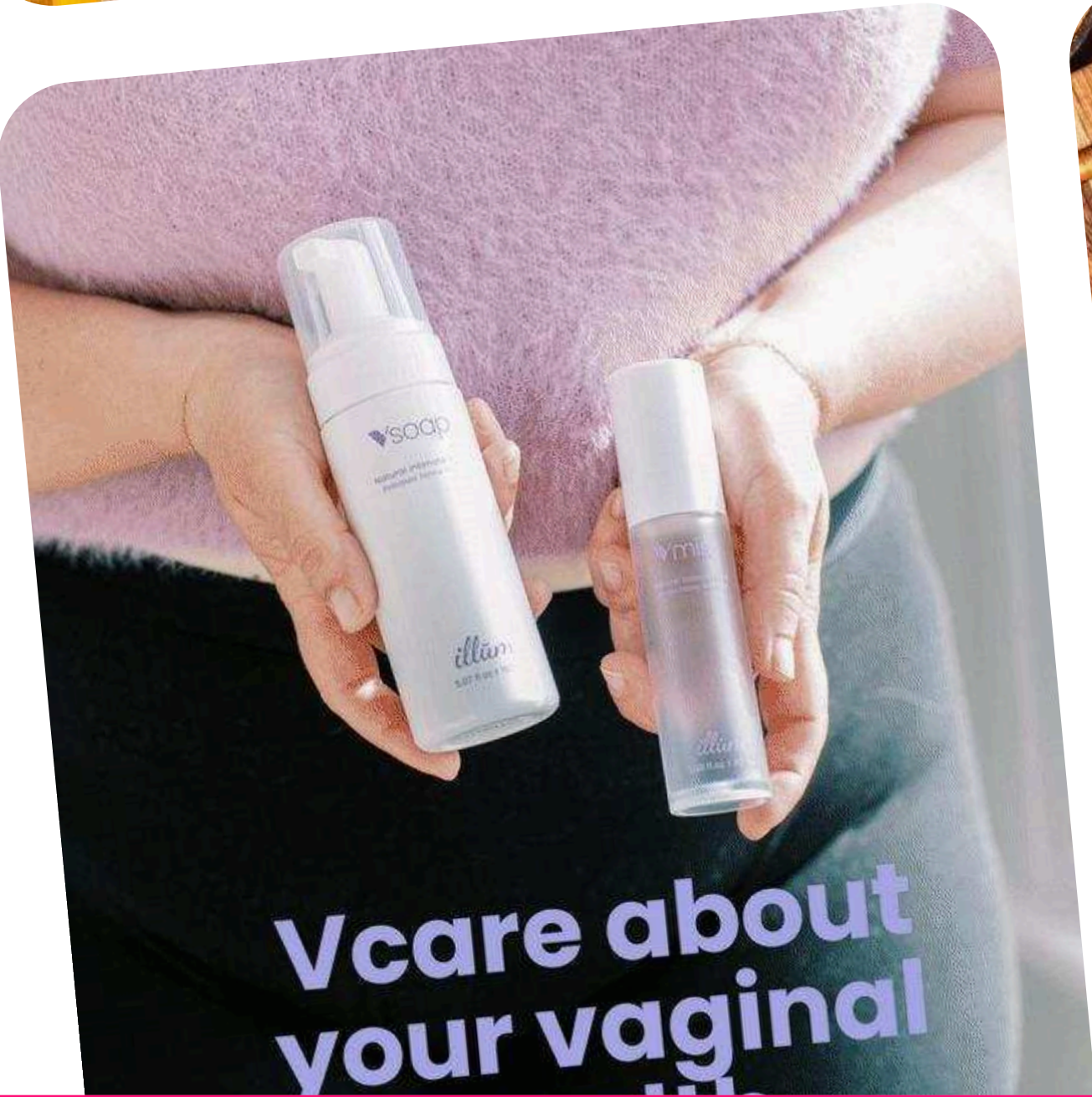
Some capsules are faster and stronger than others in body systems like...

Cannabis Beverages



paid media advertising

Maximize your ROI with precision-targeted campaigns. We plan, launch, and optimize paid media across platforms to drive real business outcomes.

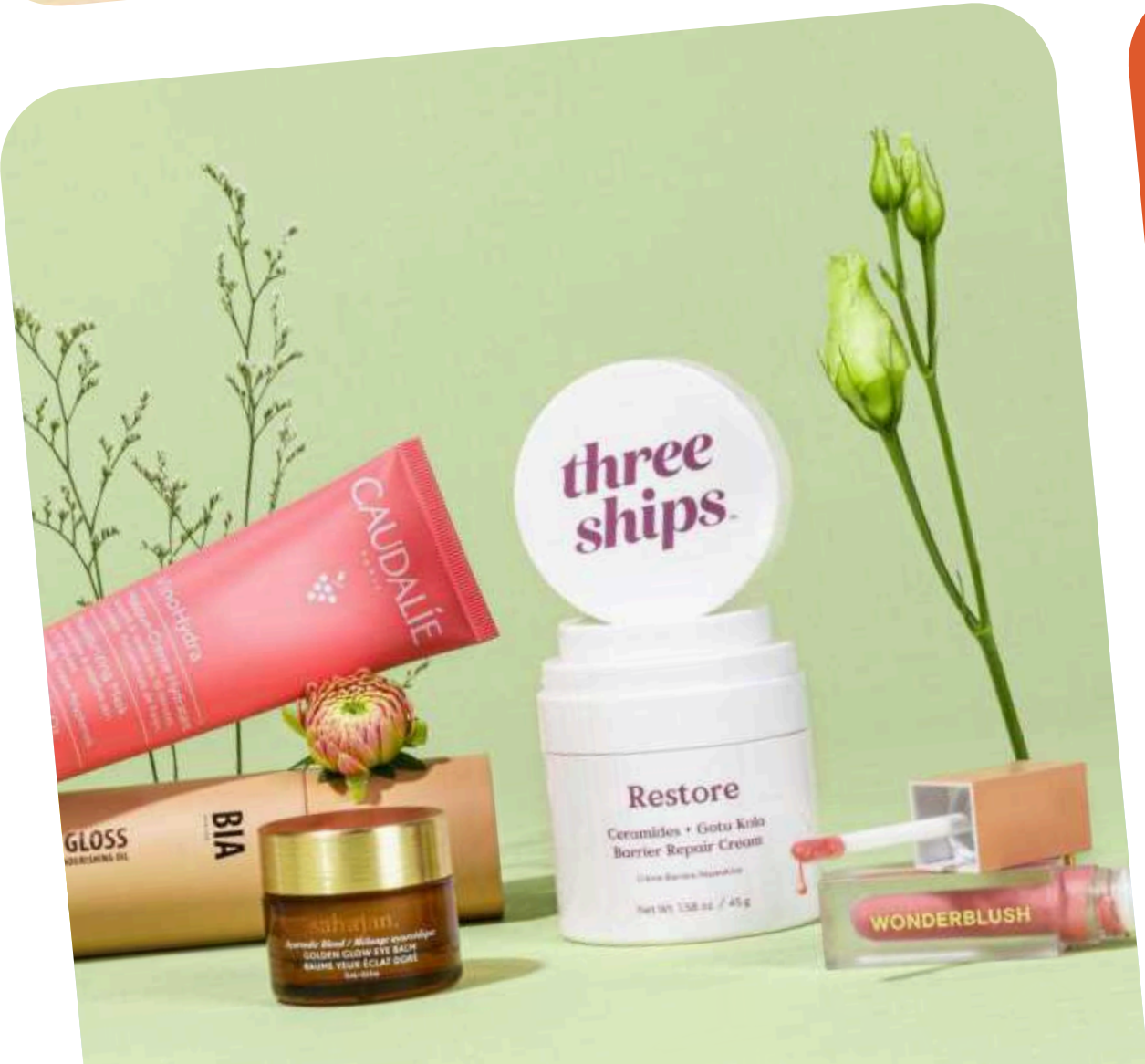


AWARDS & BADGES



creative media & branded content

Tell your story with scroll-stopping visuals. From video to photography, we create branded content that captivates and converts.

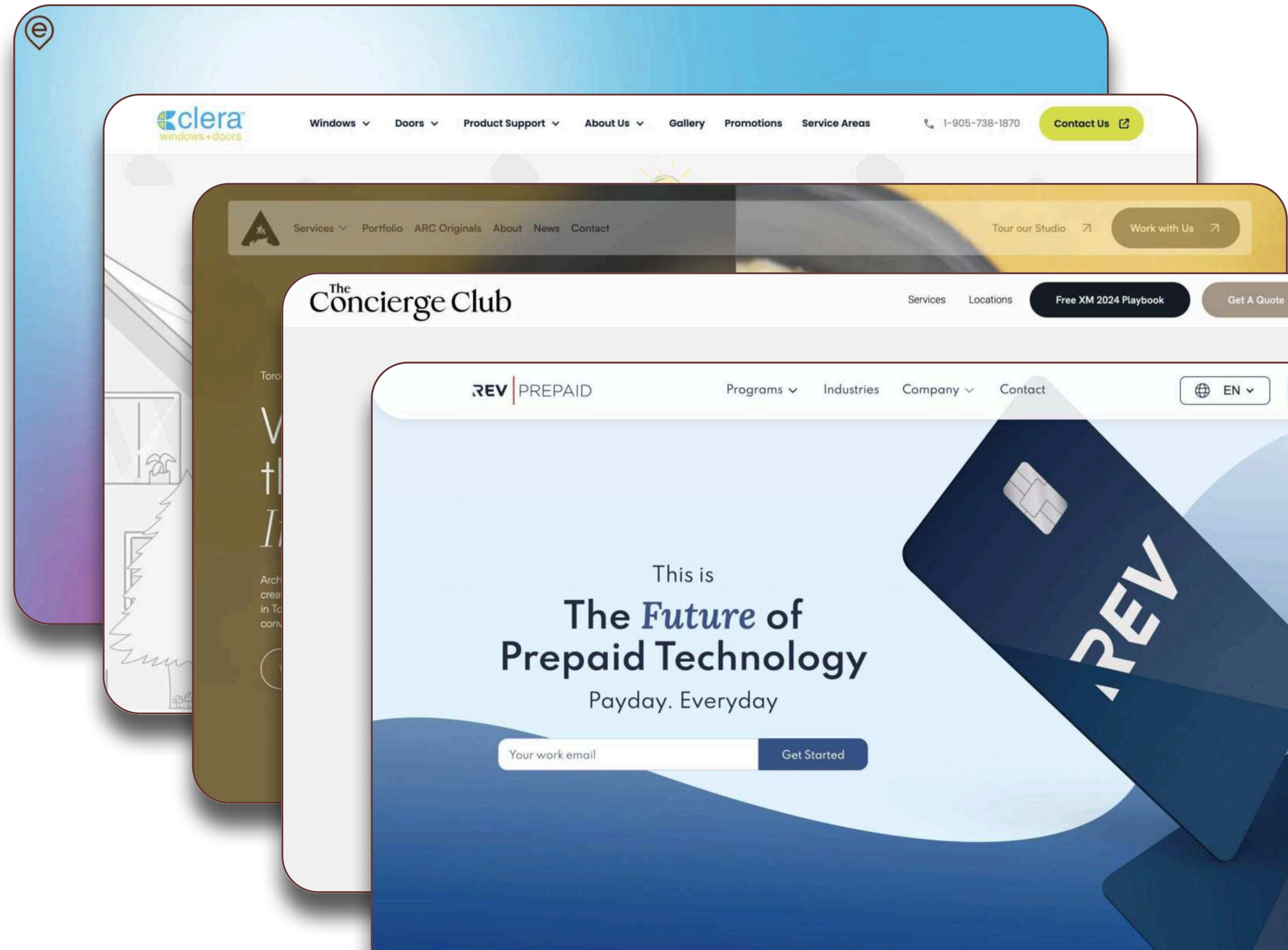


AWARDS & BADGES



web design & development

Launch websites that don't just look great, they perform. We build custom, mobile-optimized sites designed for engagement, speed, and seamless UX.

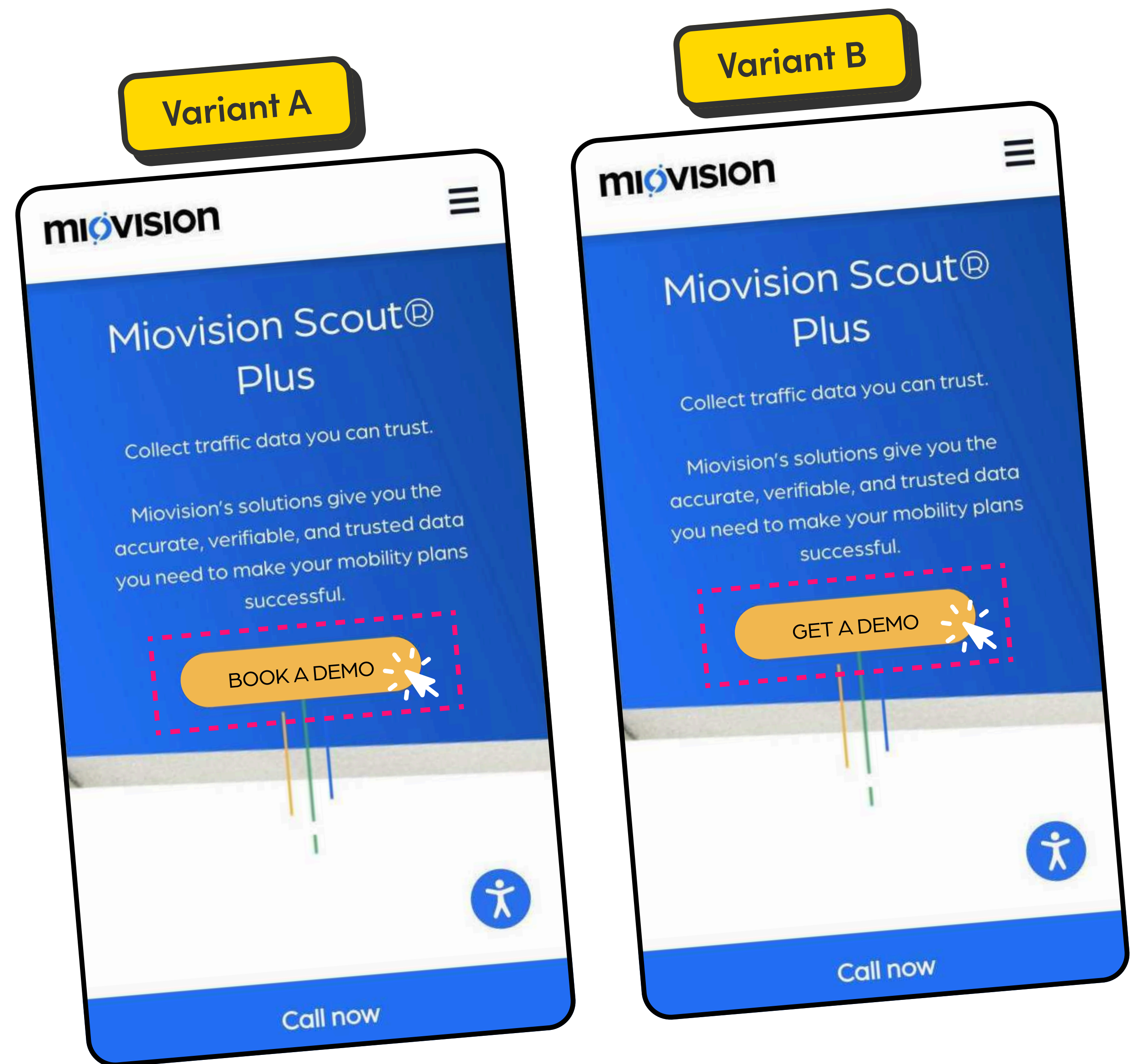


AWARDS & BADGES



conversion rate optimization

Maximize your ROI with precision-targeted Turn clicks into customers. Our CRO experts use UX audits, A/B testing, and behavior mapping to optimize performance and boost conversions.. We plan, launch, and optimize paid media across platforms to drive real business outcomes.



email marketing

Nurture, convert, and retain. We build targeted email strategies, from automated flows to promos, that keep your audience engaged and buying.

AWARDS & BADGES



miOVISION

Toronto traffic reimagined

Since 2017, Toronto has used Miovision to improve traffic and support Vision Zero. With real-time data from **94 Intersections**, the city makes smarter, safer decisions.

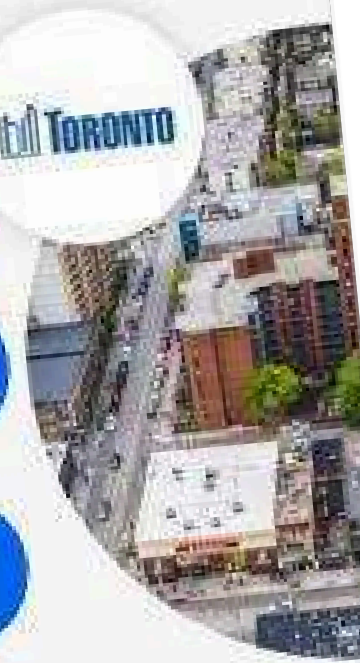

[Learn More!](#)

Mobility and safety in Toronto

At the Kipling and Brookmere intersection, Miovision's insights revealed high-risk traffic patterns.

Targeted interventions included:


- ✓ Painted lane narrowing for safer pedestrian crossings
- ✓ Painted lane narrowing for safer pedestrian crossings
- ✓ Left-turn calming measures to reduce collision risks



Submit a Nomination Now

*All nominees must be based in Canada or the U.S. and have a minimum of 5,000 followers on at least one social media platform.

The Influence Awards Are Back!



Nominations Are Officially **OPEN**

Submit Your Nominations Now

Awards honor top creators,

Trend 1

Better-for-You Foods

Mindful eating takes the form of functional foods that support both convenience and wellness. Think nutrient-dense snacks, low-sugar options, and gut-friendly ingredients.

[SHOP TRENDING FOODS](#)

Trend Tips



Gut Goodness
Fermented foods like kombucha, bone broth, and fibre-rich options are trending as people prioritize the gut-brain connection.



Sober C
Non-alcoholic wine and creative mocktails are catering to more conscious consumers.

Trend 2

Skinimalism

Less is more. Focusing on simplified care routines and natural beauty with multi-functional products, skinimalism embraces the growing desire for authenticity and minimalism in makeup and skincare.

Trend Tips



Layer sheer but buildable products for

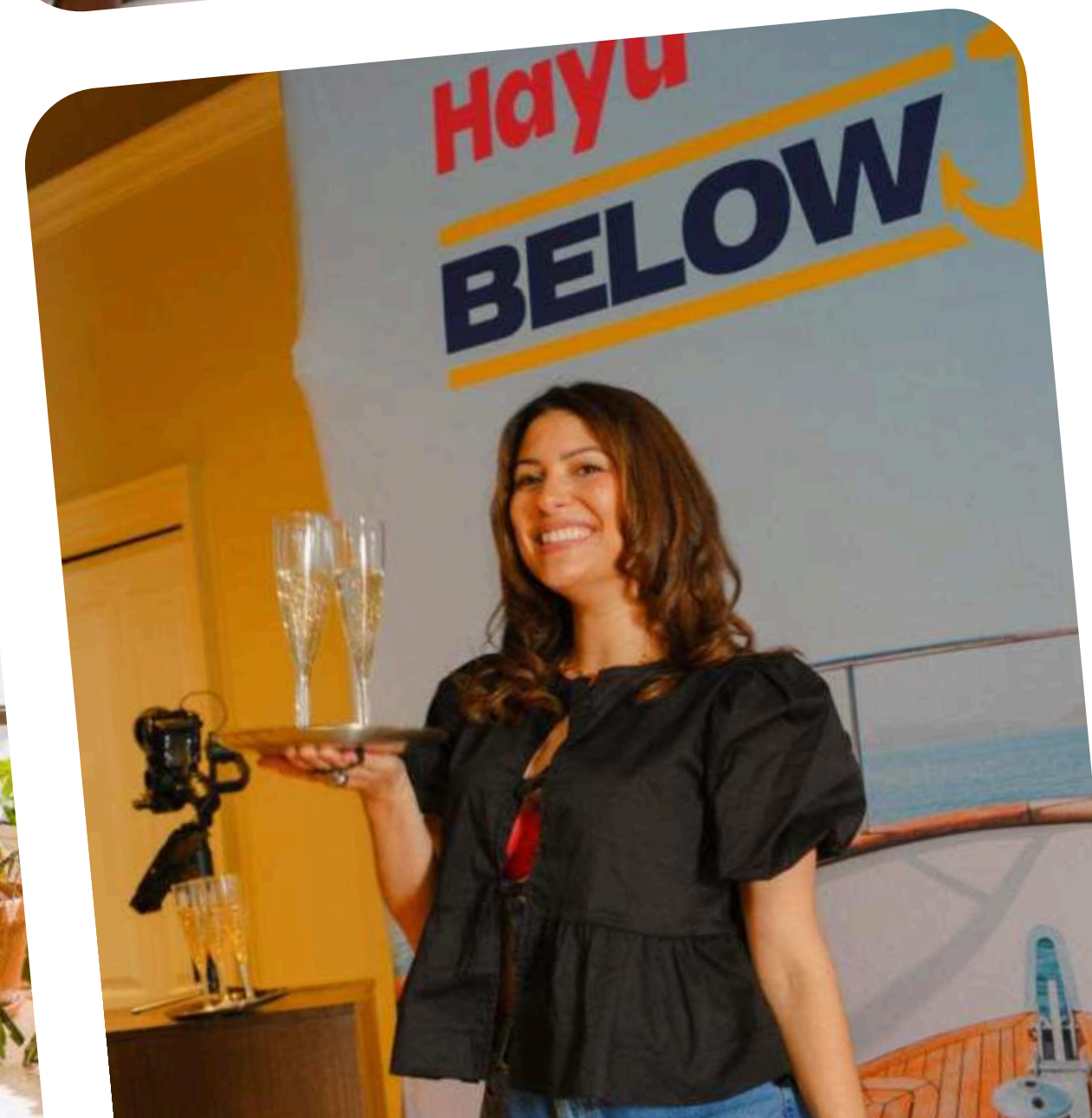


Get your glow on with illuminating primers and skin tints.



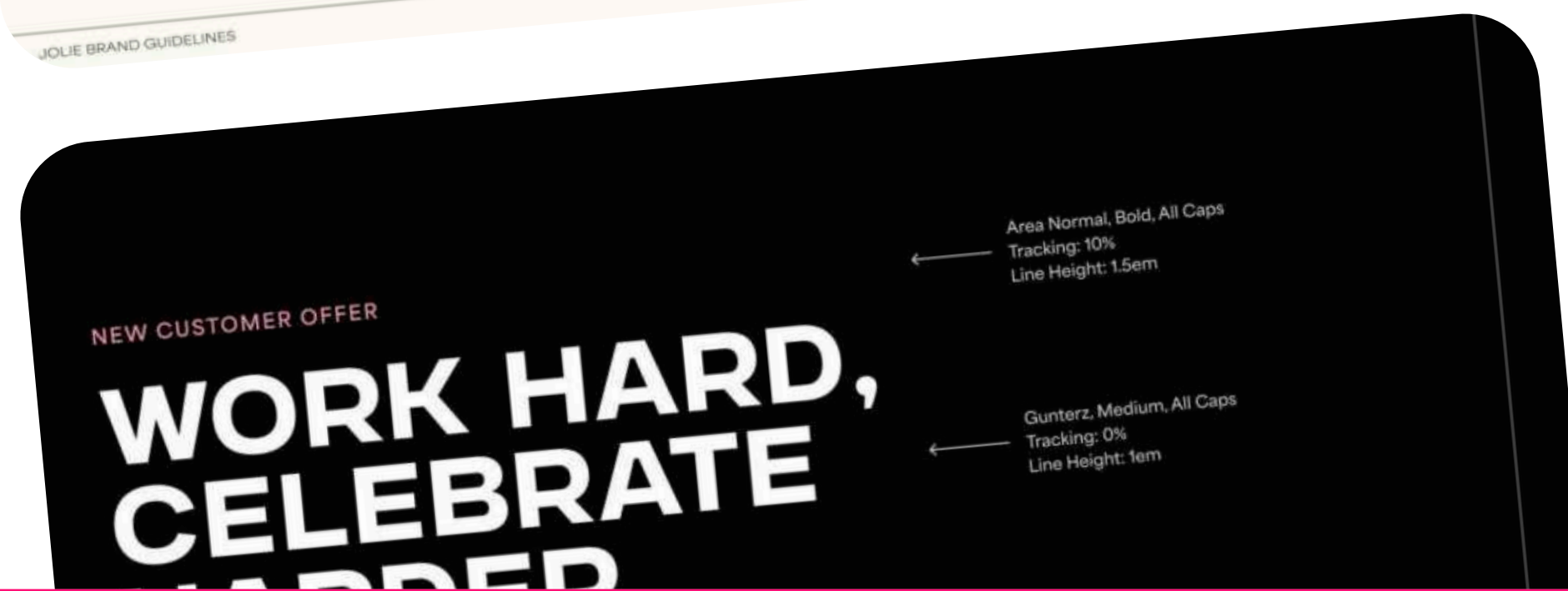
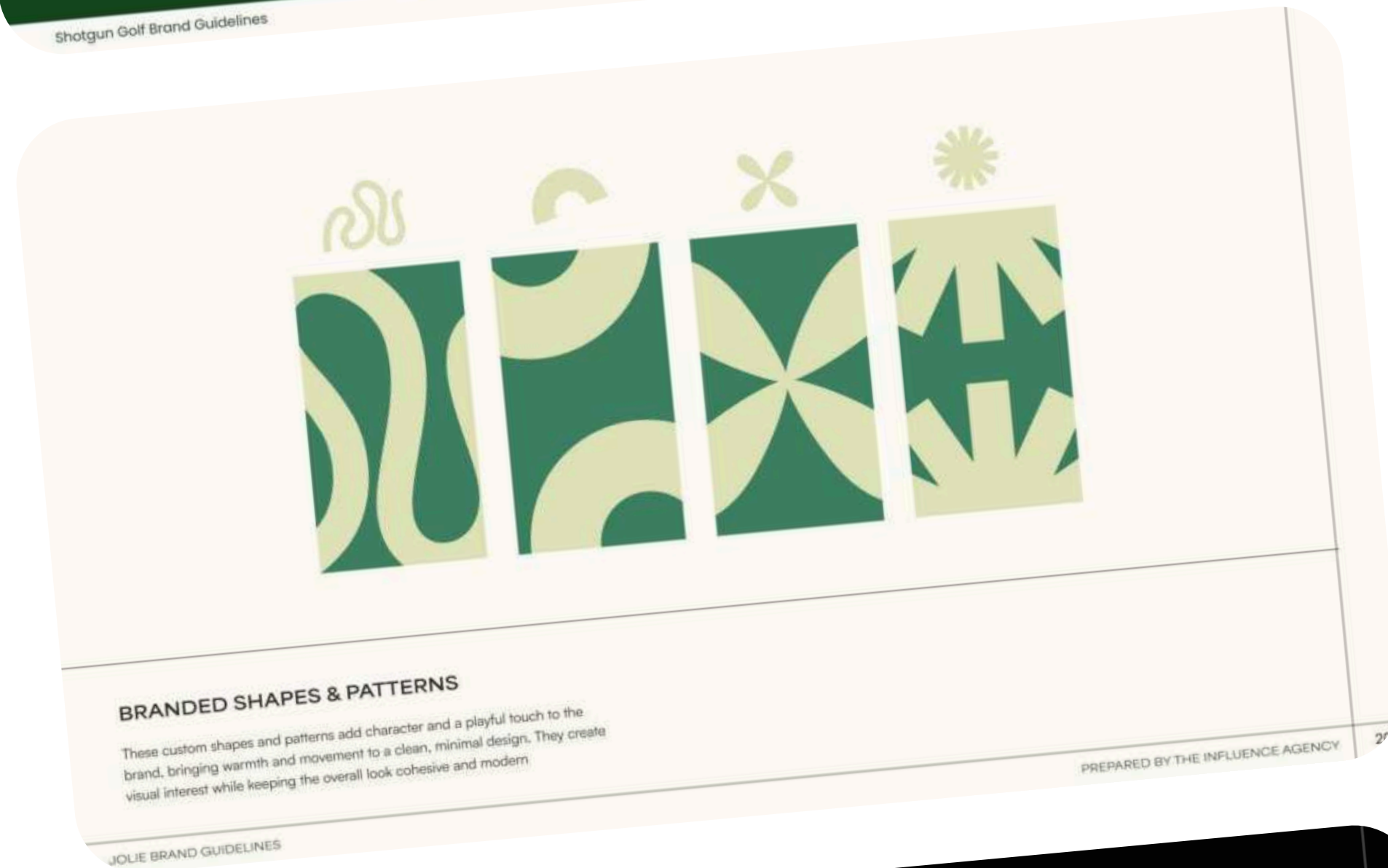
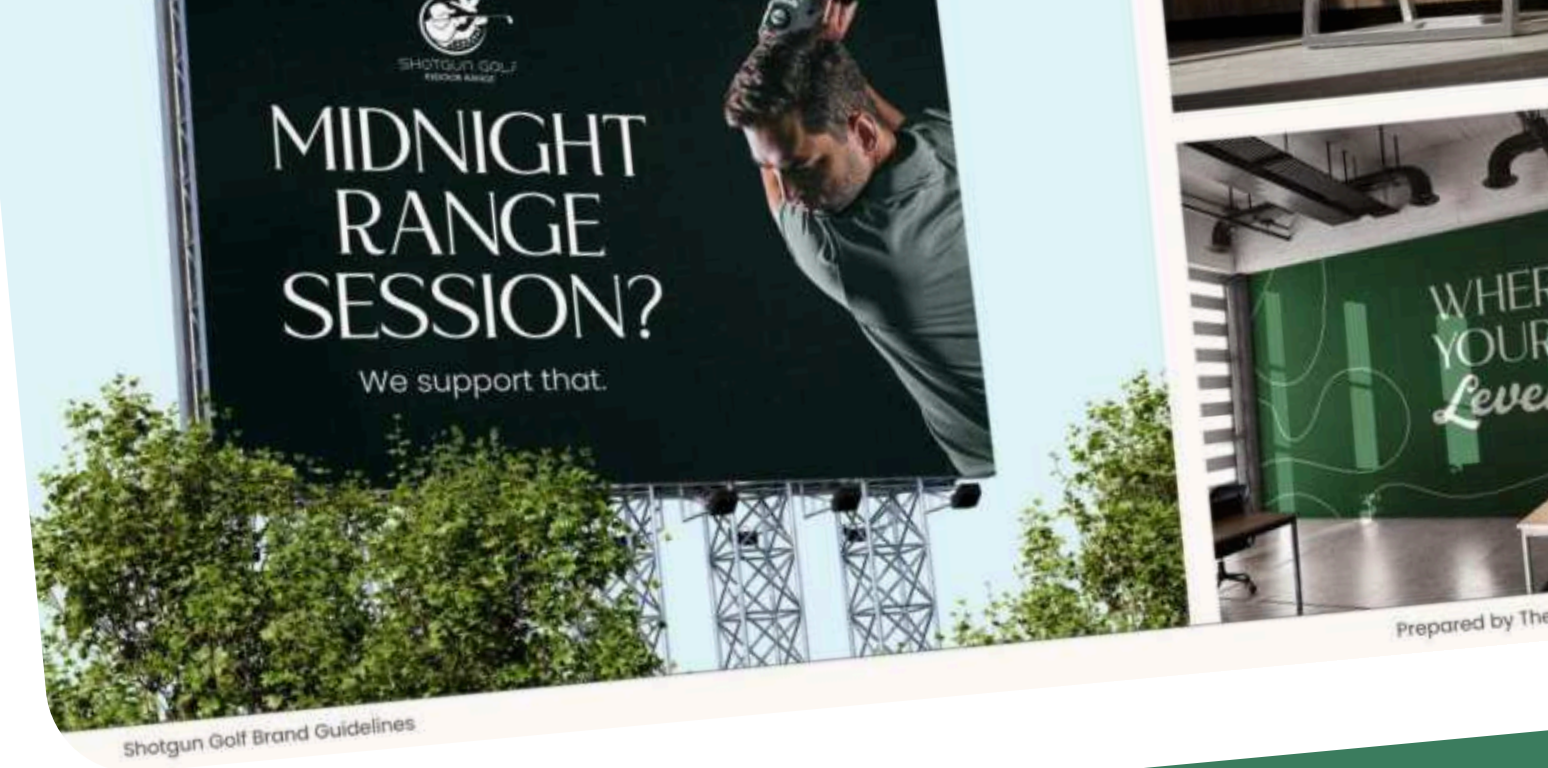
activation & event management

Create moments that matter. We handle the full lifecycle, from pre-event hype to post-event content, with stunning visuals, pages, and social storytelling.



branding

Build a brand people remember. From strategy to identity design, we craft visual and verbal systems that set you apart and stick with your audience.



TV commercial production

Bring your story to the screen. Our creative team produces high-quality TV spots that capture attention and deliver impact.



AWARDS & BADGES



who we work with

We partner with some of the world's biggest brands, providing cutting-edge digital marketing solutions that elevate their presence and drive measurable success.



our online presence

social media

A digital marketing agency's own social media channels say a lot about how much they can do for the social media presence of their clients. That's why at The Influence Agency, we consistently release our own branded content that is thoughtful, timely, and of high quality. Our innovative creativity and expertise reflect in every single post, a testament to what our team is capable of.

17k

Instagram



21k

TikTok



6.5k

LinkedIn



2k

Meta



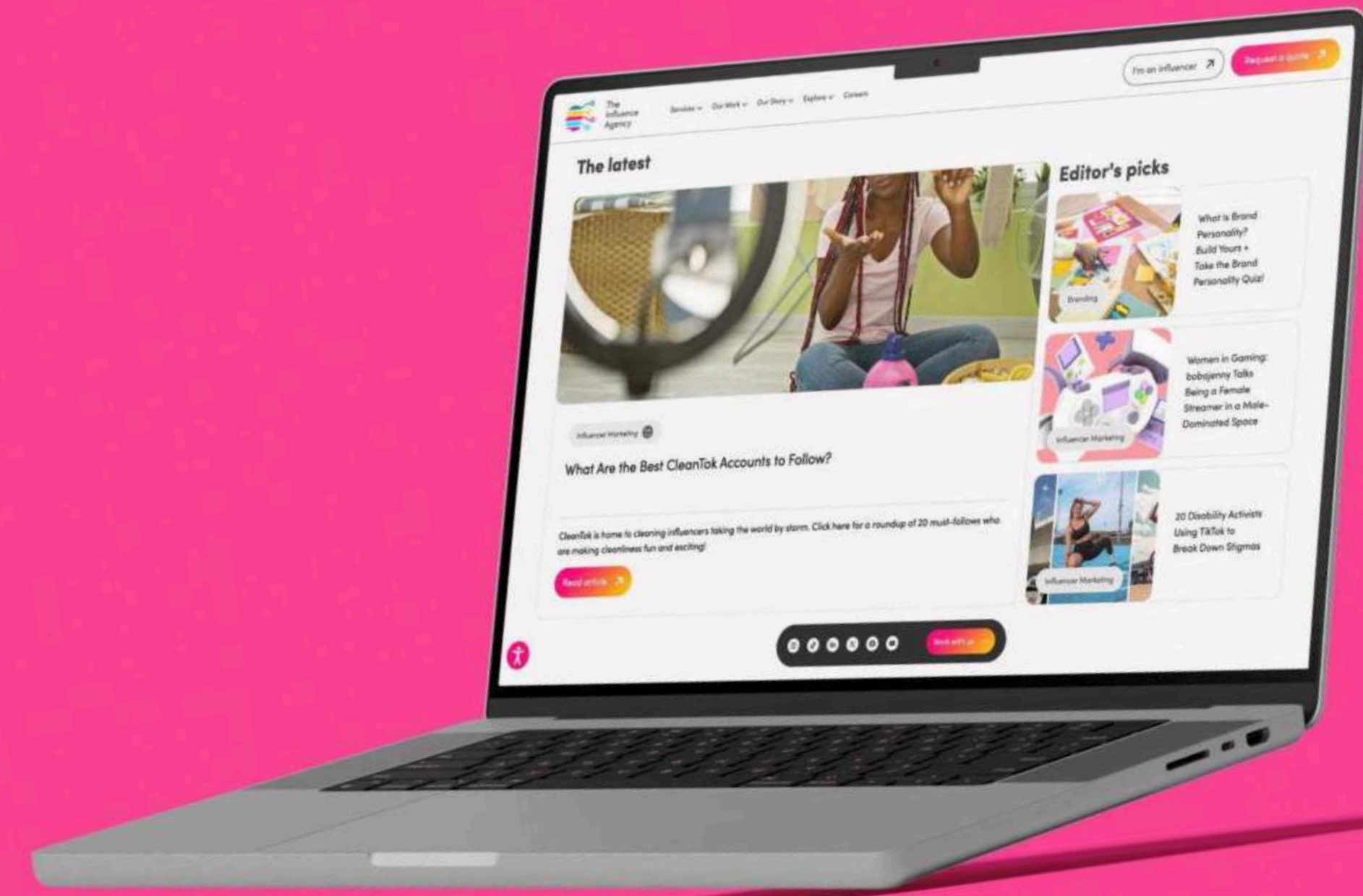
website / blog

The Influence Agency's blog is a go-to resource for digital marketers, business owners, and content creators looking to stay ahead in the ever-evolving marketing landscape. Covering topics like influencer marketing, social media trends, SEO, and content strategy, our blog delivers actionable insights and industry updates.

With a highly engaged audience and thousands of monthly visitors, our blog continues to drive meaningful conversations. High-performing content includes platform updates, in-depth marketing guides, and thought leadership on emerging trends. For example, you can read our blogs on [Digital Advertising Trends](#), [SEO Trends](#), and [Web Design Trends](#) to dive deeper into the latest strategies.

We also welcome guest contributions from industry experts who can provide fresh perspectives and valuable insights to our readers.

25k Monthly Users



newsletter

Our newsletter, with over 20K subscribers, delivers the latest insights, trends, and updates directly to your inbox. Packed with valuable content, it's the perfect way to stay informed about the digital marketing landscape, new influencer strategies, industry news, and upcoming events.


With exclusive content and behind-the-scenes peeks at what's happening at The Influence Agency, our newsletter ensures you never miss a beat. We have an open rate that consistently exceeds the industry average, providing you with maximum reach and engagement.

30k+ Newsletter Subscribers

WE'RE HIRING

Your Next Role Is at The Influence Agency

We're looking for a creative with a camera, killer instincts, and a deep love for TikTok, Reels, and Shorts. Sound like you?



Hey [First Name],

We're growing our creative team and thought this role might be a great fit for you.

At The Influence Agency, we create campaigns that actually connect. We're growing our in-house creative team and we need someone who knows what it takes to make content that performs.

We're Hiring For:

FEATURED ROLE

Social-First Content Creator

HYBRID | TORONTO, ON | FULL-TIME



WEBINAR ALERT

The Social Forecast:

Q2 Trends Every Brand Should Watch

March 25, 2026 | 12:00 PM EST

Register Now



Kitty Lana Carr
Director of Creative Strategy



Tanya Cruz
Director of Communications

If Q1 proved anything, it's that social and the creator landscape move fast and the signals for what's next show up early.

Join us as we dive into the biggest moments from the first quarter across social platforms and creator partnerships, followed by a forward look at what's already shaping Q2.

What We'll Be Covering:

...gaining traction

Featured Insight

The Next Trust in Social: EGC

This month on the blog, we explore Employee-Generated Content and why it's becoming a powerful tool for modern brands.

Unlike traditional UGC, EGC from the people behind the scenes shares their authentic moments, making the content feel more trustworthy.

For brands, this helps:

	Build trust through
	Strengthen employee
	Expand reach organically

Read the Full Blog Here

In The News

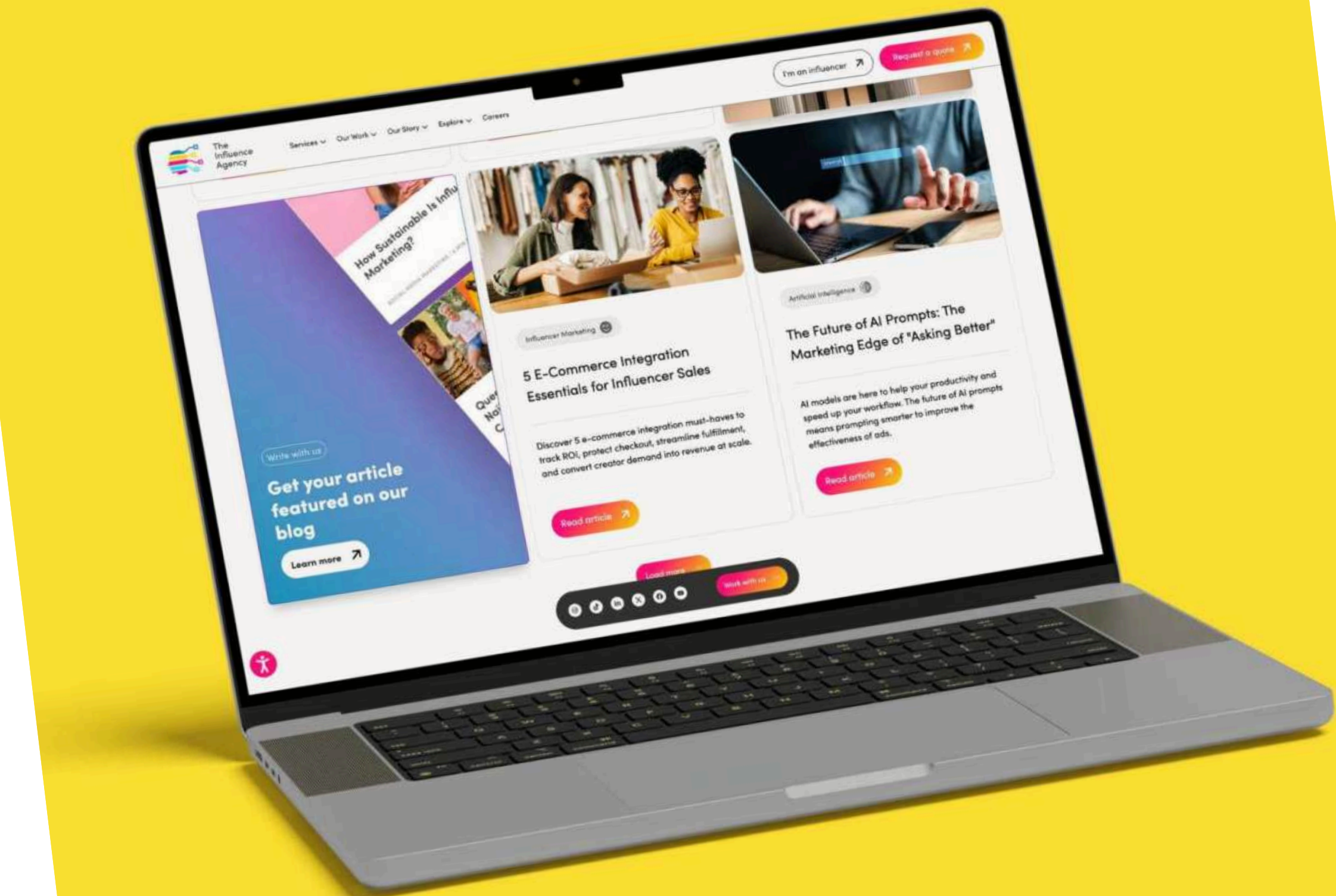
FEATURED



paid placement opportunities

We offer exclusive paid placement options for brands looking to feature their content on our blog with high quality SEO/AEO optimized content and a do-follow backlink, and our monthly newsletter; providing visibility to our engaged audience of marketers, business owners, and content creators.

Check out our [guest blogging guidelines](#) page for additional details, current rates, and a request form to express interest in becoming a contributor!





the influence awards

The Influence Awards celebrate the top performers in influencer marketing, recognizing outstanding digital creators and talent teams across Canada and the U.S., with thousands of nominations and votes each year.

Influencer

Beauty, gaming, health & wellness, athlete, business, changemaker, comedy, family, fashion, fitness, food, interior design, lifestyle, travel, up-and-coming, Instagrammer of the Year, LinkedIn Thought Leader of the Year, TikToker of the Year, Twitch Streamer of the Year, and YouTuber of the Year.

Agency

Large talent management agency, boutique talent management agency, and talent manager.

23

Awards (20 influencer + 3 agency awards)

2k

Nominations

35k

Votes

70k

Website visits between Feb-May



the yearbook

The Yearbook is The Influence Agency's award-winning annual trends report, created to decode the evolution of digital marketing and cultural influence. Each edition explores how consumer behaviour is shifting across generations, platforms, and technologies, equipping brands with forward-looking insights to build relevance, resonance, and results in a rapidly changing landscape.



2025/2026 Yearbook: The Museum of Influence

The 7th edition examines how the discovery journey is being redefined in the age of AI. From social search to machine-curated recommendations, it explores how different generations navigate content, build trust, and ultimately convert, offering brands a clear framework for staying discoverable in a rapidly shifting digital landscape.

1.5m+

Impressions

16k

Website visits

1,800%

Increase in traffic

50%

Conversion rate



playbooks

The Influence Agency's marketing playbooks break down complex marketing topics into clear, easy-to-follow guides. Each one zeroes in on a specific channel or challenge, blending strategy, practical tips, and real-world application to help teams move from idea to execution with confidence.



**The Marketer's Playbook to
Winning Black Friday & Cyber
Monday**

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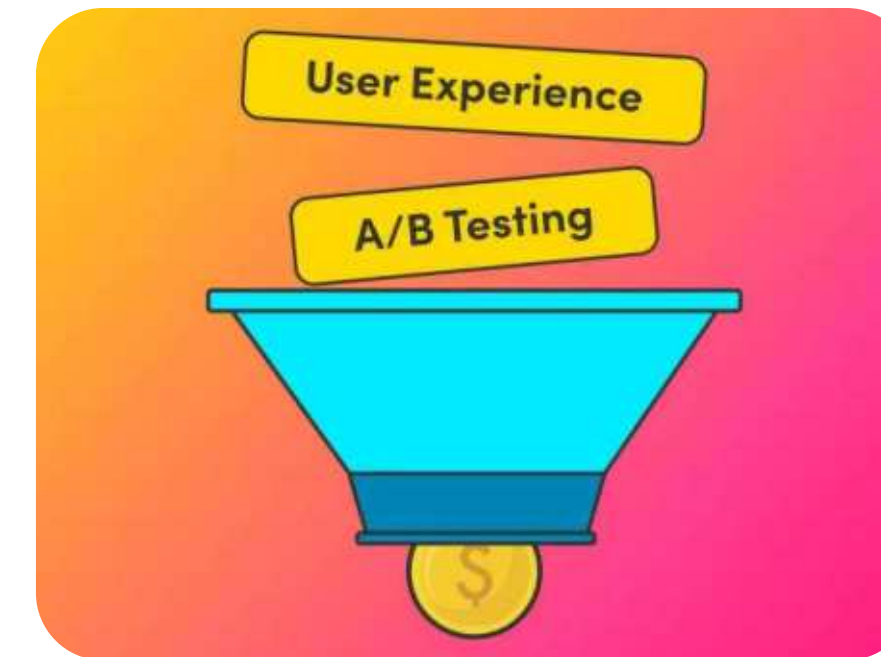
**The Ultimate TikTok Marketing
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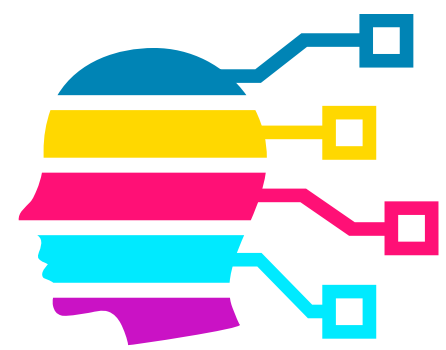


**Brand Awareness
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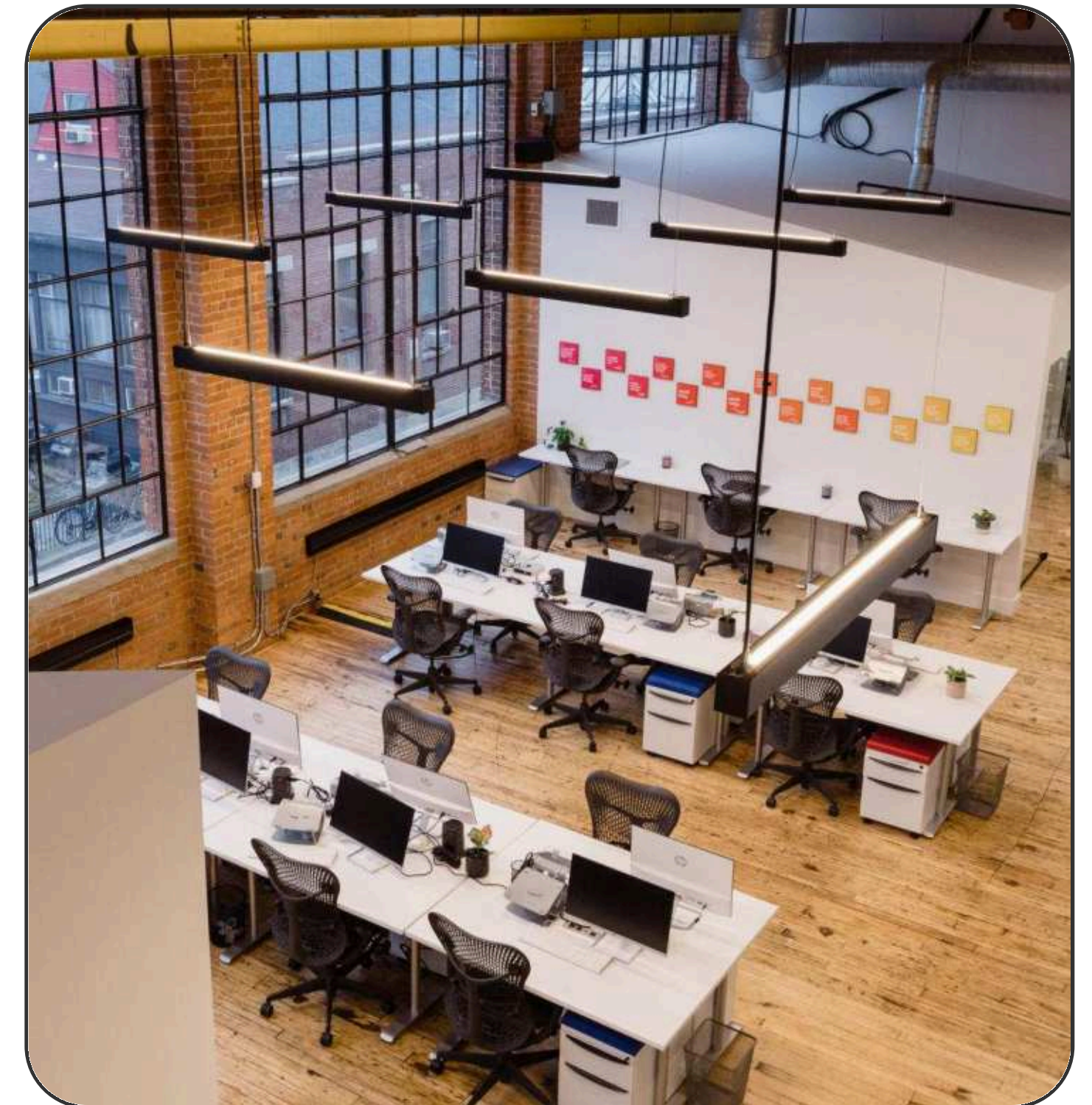


The
Influence
Agency

Logo



Team Photos



Office Photos

