

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



213 Sterling Road,
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](#)



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

[Read more](#)



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

[Read more](#)



ICYMI: Apex Mobile launches in-game ad division

[Read more](#)



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

[Read more](#)



How Politicians are Targeting you on Facebook

[Read more](#)



Up to the Minute: Agnostic appoints new president

[Read more](#)

campaign

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

[Read more](#)

campaign

Snap and Alphabet results: Lots of AI, and a focus on profitable growth

[Read more](#)

campaign

The Creator Economy Outlook 2026: Part 3

[Read more](#)

AdStasher

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

[Read more](#)

Net Influencer

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
- Featured in:
 - Ad Age
 - Campaign Canada
 - The Globe and Mail
- Awarded The Peak's Emerging Leader for Marketing and Advertising



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



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



Rocco Bombardieri

Art Director

- Guest Speaker at Toronto's Asana Meetup in 2022



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





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



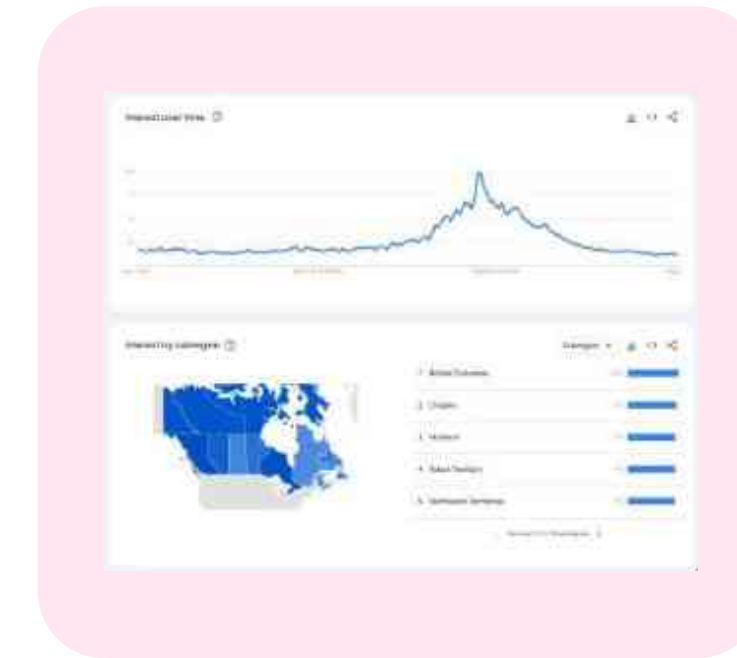
Paid Media Marketing



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.

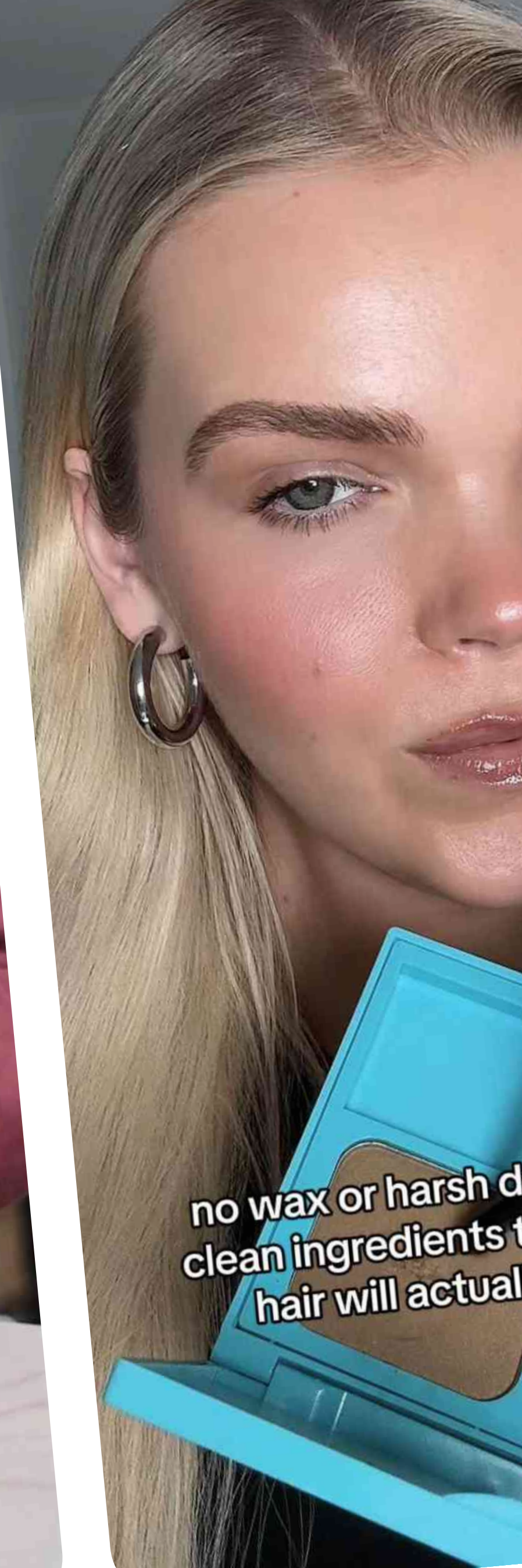
- athlete
- beauty
- business
- cannabis
- celebrity
- family
- fashion
- fitness
- foodies
- gaming
- interior design
- lifestyle
- music
- outdoor adventure
- social activist
- sustainability
- teach
- travel
- wellness

AWARDS & BADGES



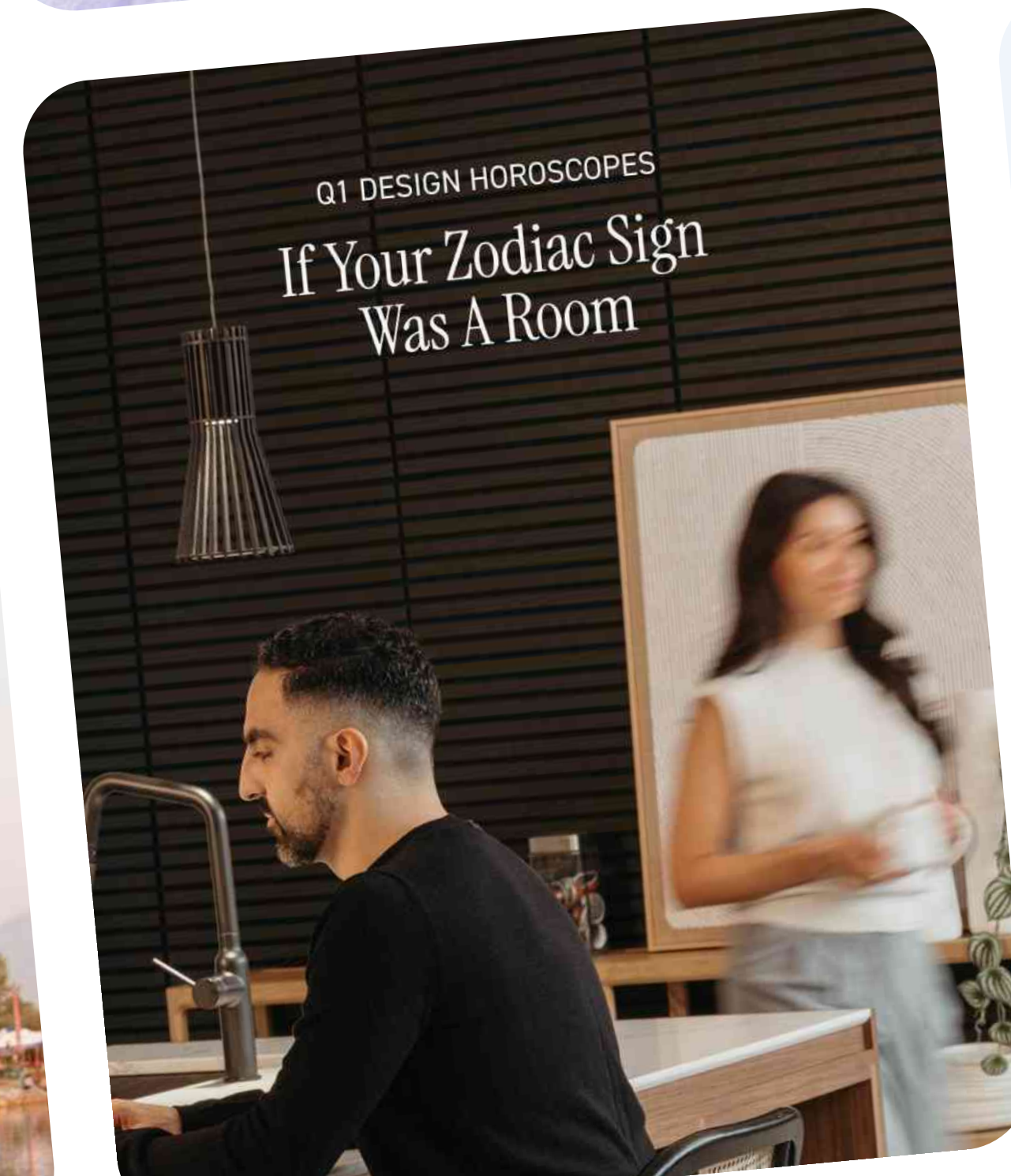
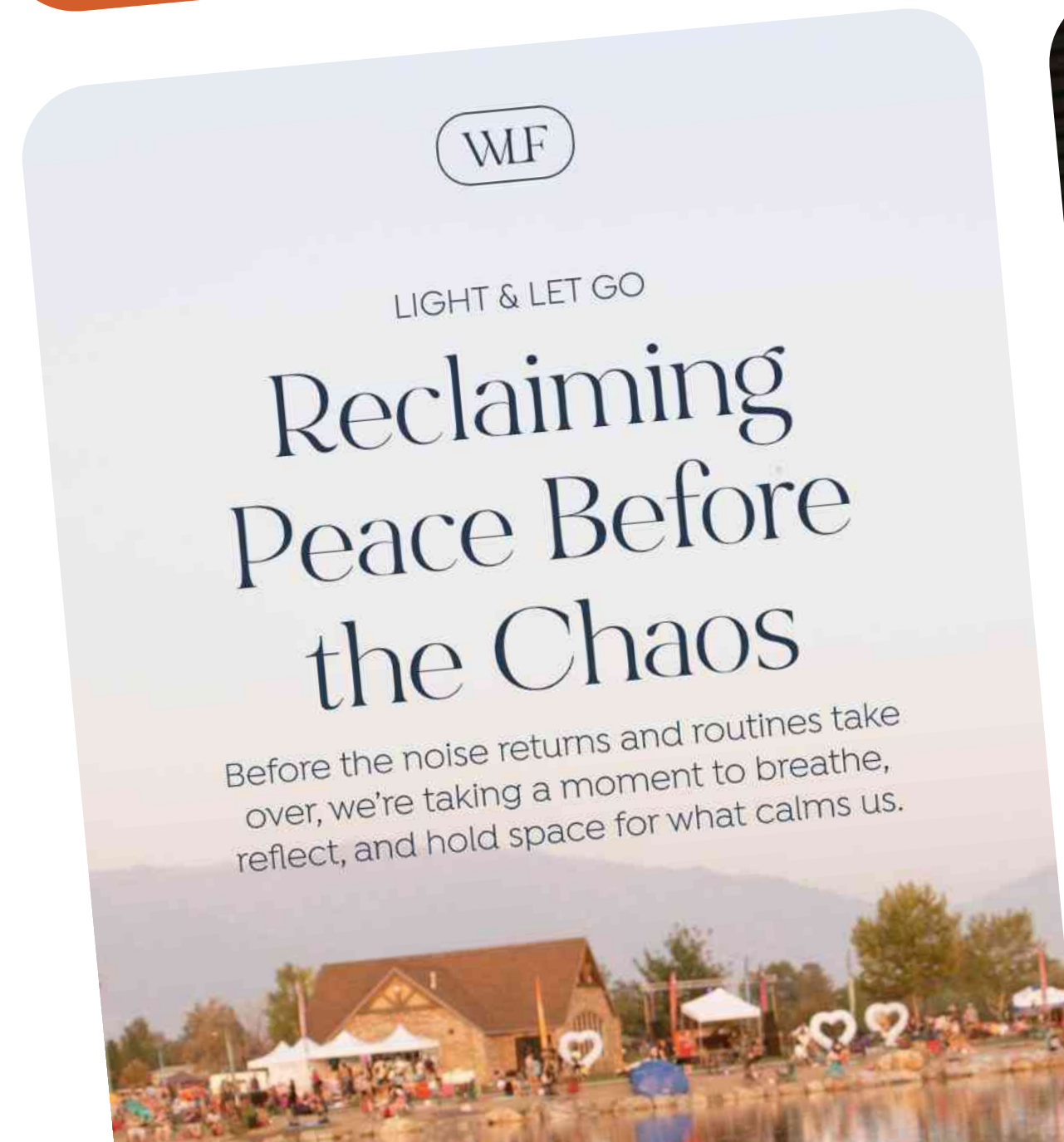
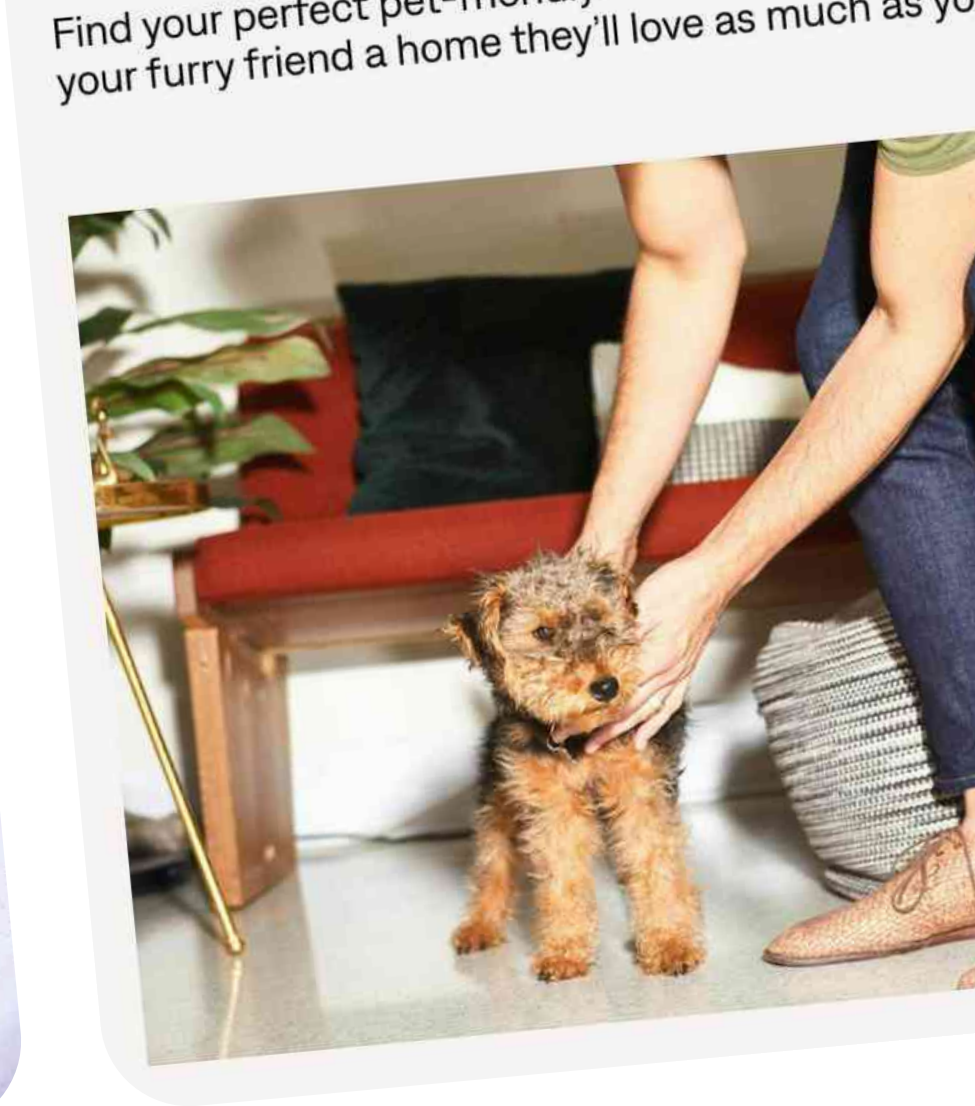
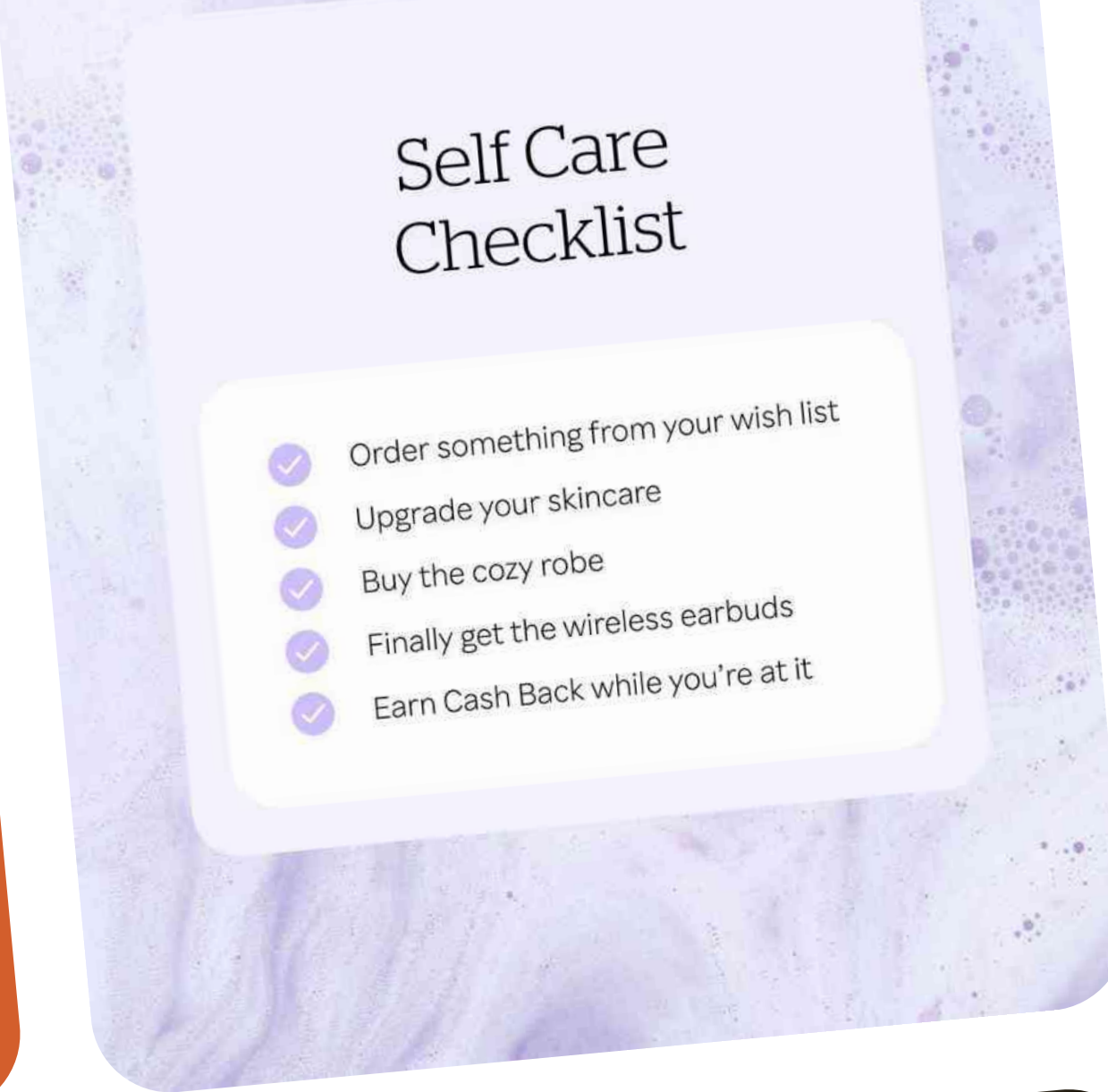
user generated content

Tap into the power of real people. Our UGC services deliver authentic, audience-first content that aligns with your marketing strategy, drives conversions, and reflects your brand's values.



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.

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 80% 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 basement. You'll need materials like lumber, drywall, insulation for energy efficiency, and electrical systems. If the cost of lumber in Canada rises, you'll likely need to take out bigger construction loans or perhaps build-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 2% in March 2023 due to lower energy and agricultural price indexes. Since the dip came after several months of steady increases, the cost of raw materials is still up 23% 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 (the Toronto, is also higher. Today, building a house in Ontario costs \$320 to \$350 per square foot for a single-family house. That was only around \$260 in 2021.

On the other hand, prices in rural areas like Northern Ontario and the surrounding area sit at about \$260 to \$450 per square foot for the average size in 2023.

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

Raw Materials	Average Price (May 2023)
Softwood Lumber (2x4 Eastern spruce-pine-fir)	\$650 per 1,000 board feet
Structural Panel	\$410 to \$500 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 \$0.30 per foot
Bricks	\$0.25 to \$0.90 per brick
Hardwood Flooring	\$8 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. The surge was driven by 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?

There are many reasons why people choose to vape instead of smoking. Vaping is a much healthier alternative to smoking because it doesn't involve burning tobacco. This means there are no tar or carbon monoxide particles in the vapor. Additionally, vaping is much less expensive than smoking because you don't need to buy a pack of cigarettes every day. Finally, vaping is much more convenient than smoking because you can use it anywhere and anytime.

- Vaping is a much healthier alternative to smoking because it doesn't involve burning tobacco.
- Vaping is much less expensive than smoking because you don't need to buy a pack of cigarettes every day.
- Vaping is much more convenient than smoking because you can use it anywhere and anytime.

Edibles: The Classic Alternative to Smoking

Edibles are a classic alternative to smoking because they are much easier to use and don't require any special equipment. Additionally, edibles are much more discreet than smoking because you don't have to inhale or exhale. Finally, edibles are much more convenient than smoking because you can use them anywhere and anytime.

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Cannabis Oils, Capsules, Tinctures

Cannabis oils, capsules, and tinctures are a classic alternative to smoking because they are much easier to use and don't require any special equipment. Additionally, they are much more discreet than smoking because you don't have to inhale or exhale. Finally, they are much more convenient than smoking because you can use them anywhere and anytime.

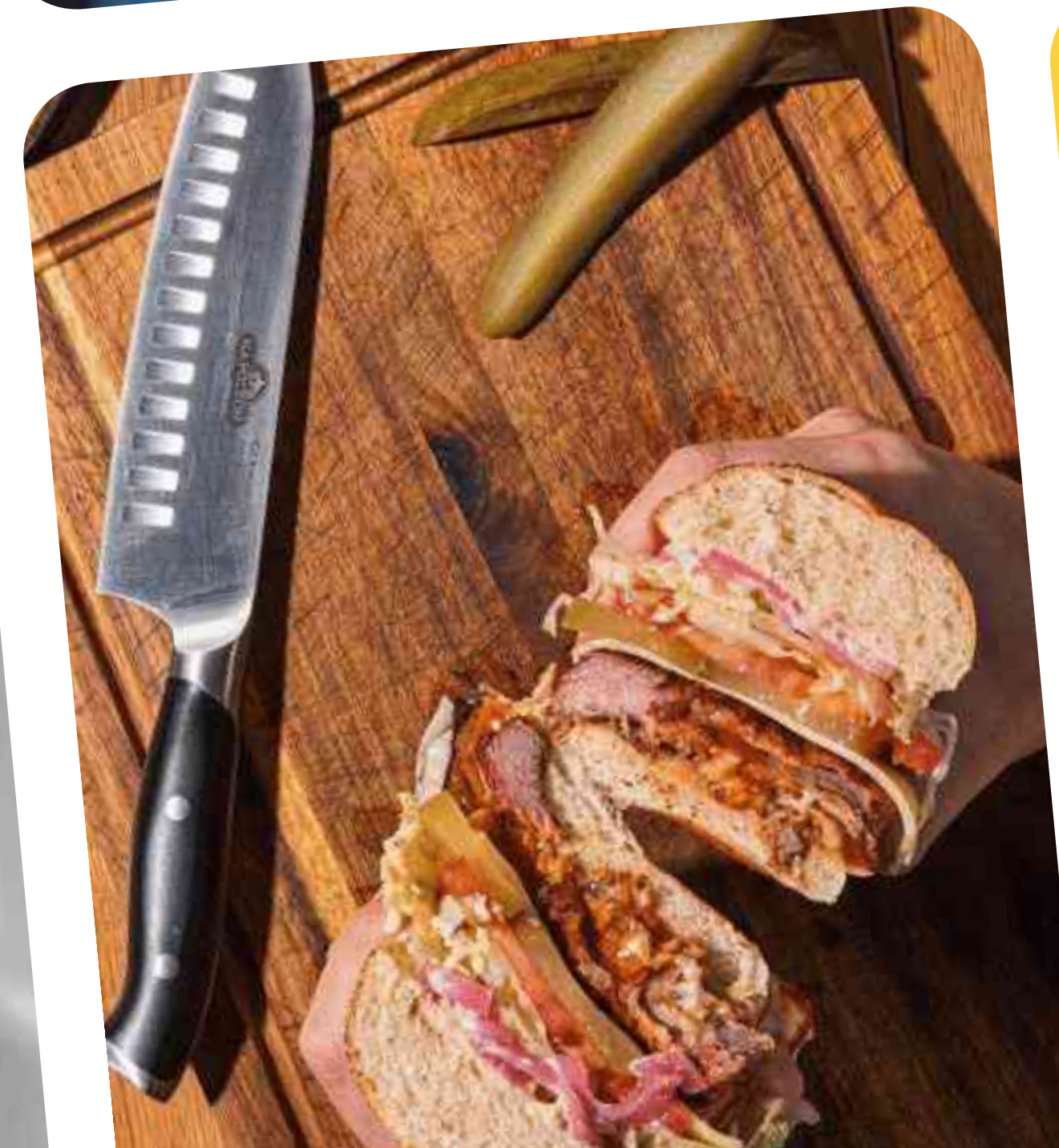
- Cannabis oils, capsules, and tinctures are a classic alternative to smoking because they are much easier to use and don't require any special equipment.
- They are much more discreet than smoking because you don't have to inhale or exhale.
- They are much more convenient than smoking because you can use them anywhere and anytime.

Cannabis Beverages

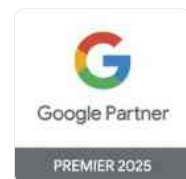


paid media advertising

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

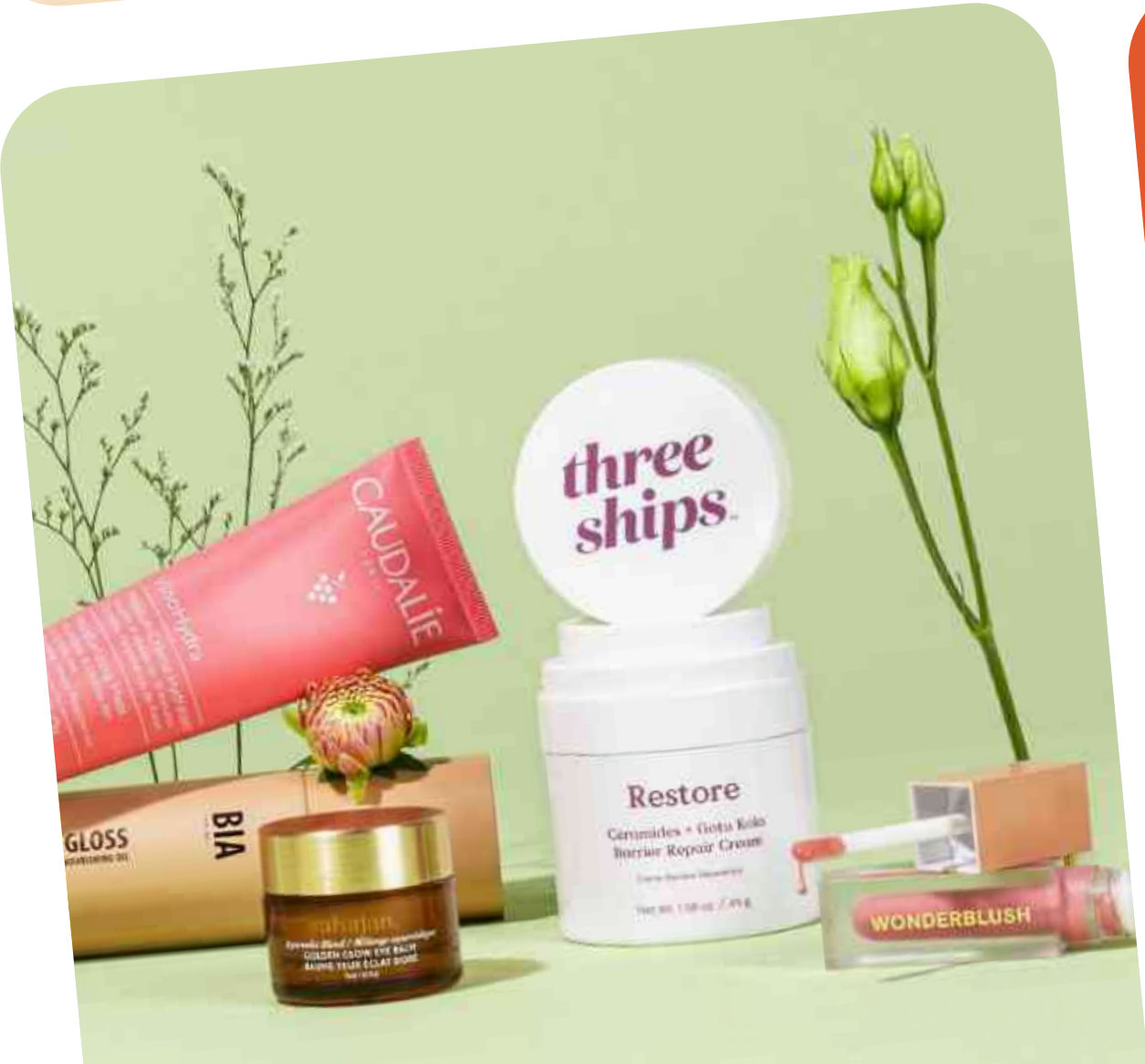


AWARDS & BADGES



creative media & branded content

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

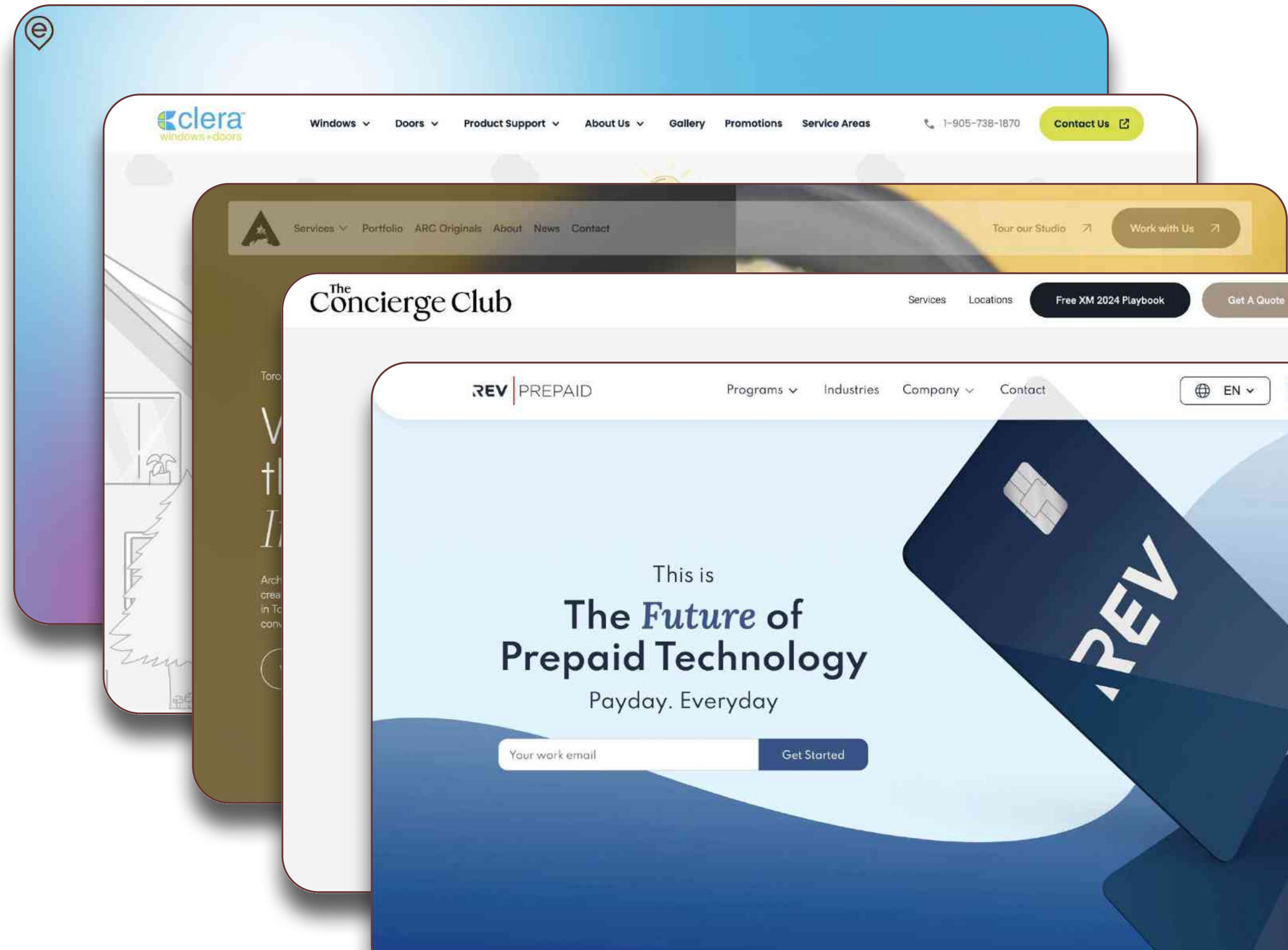


AWARDS & BADGES



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.

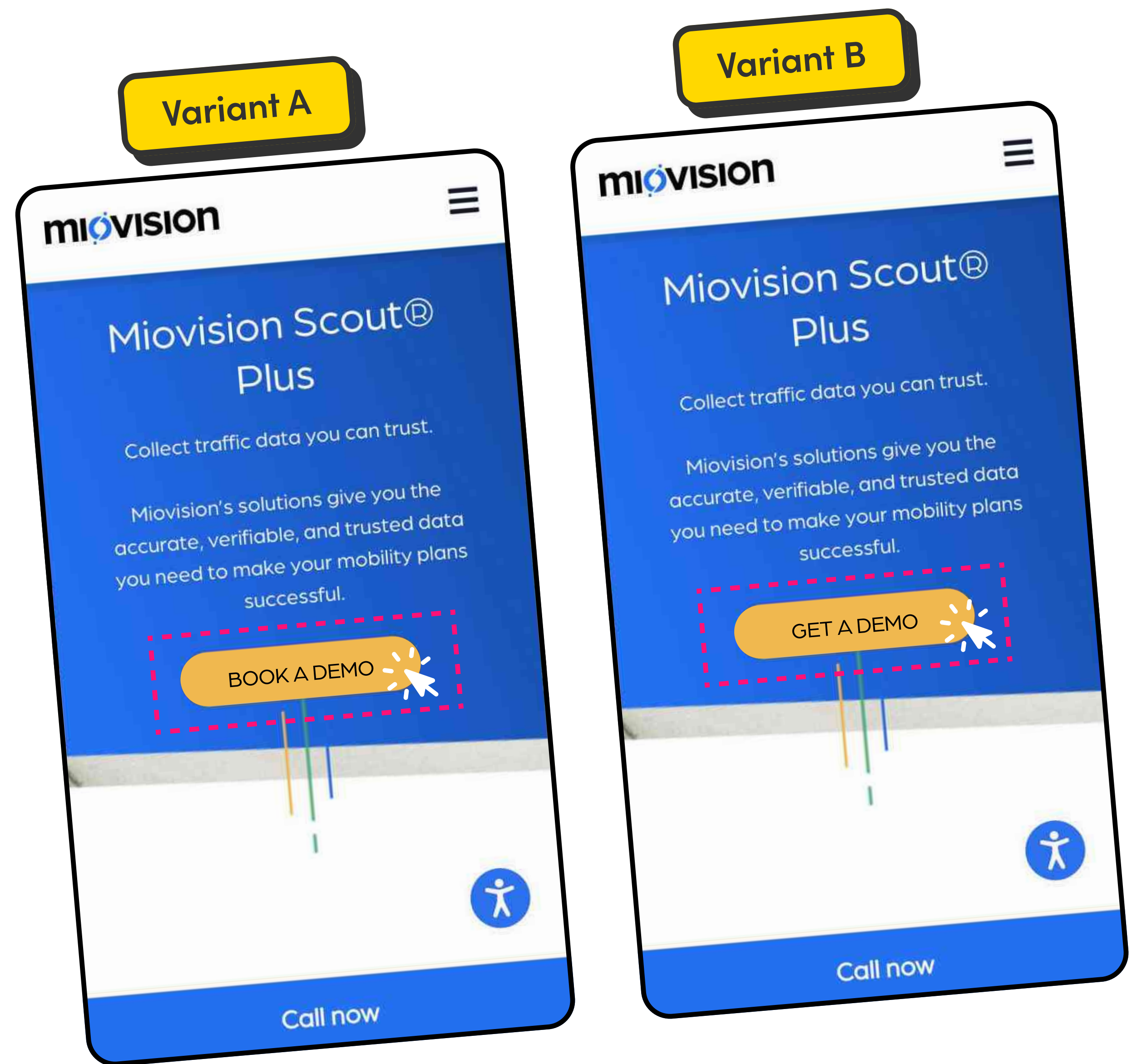


AWARDS & BADGES



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

Nominations must be based in Canada or the US, and have a minimum of 5000 subscribers 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 nut butter snacks, low-sugar options, and friendly ingredients.

[SHOP TRENDING FOODS](#)

Trend Tip: Gut Goodness

Fermented foods like kombucha, kefir, and probiotic yogurt are trending as simple solutions for gut health concerns.

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.

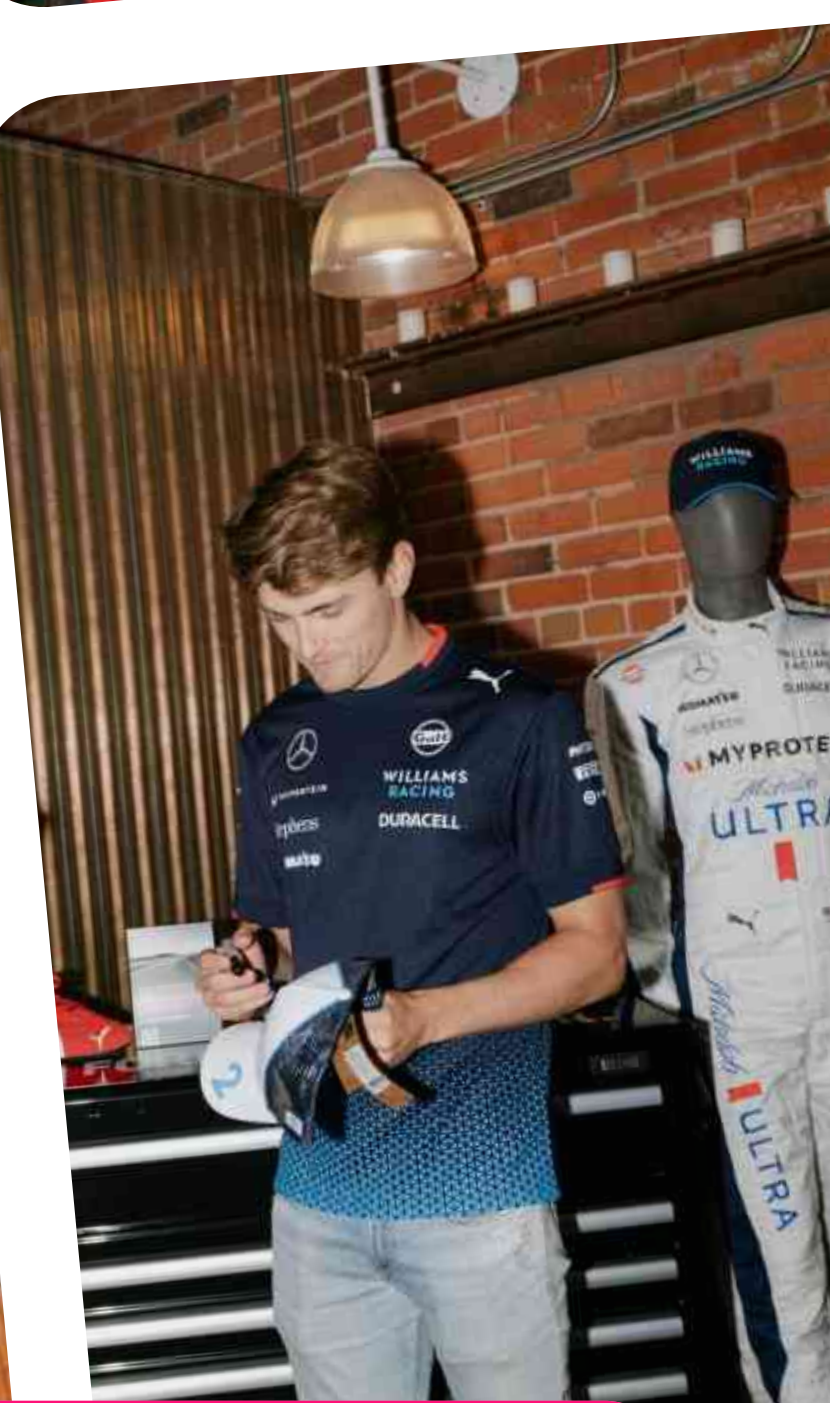
Trend Tip: Layer Your Skincare

Get your glow-up on by layering products for maximum hydration and skin health.



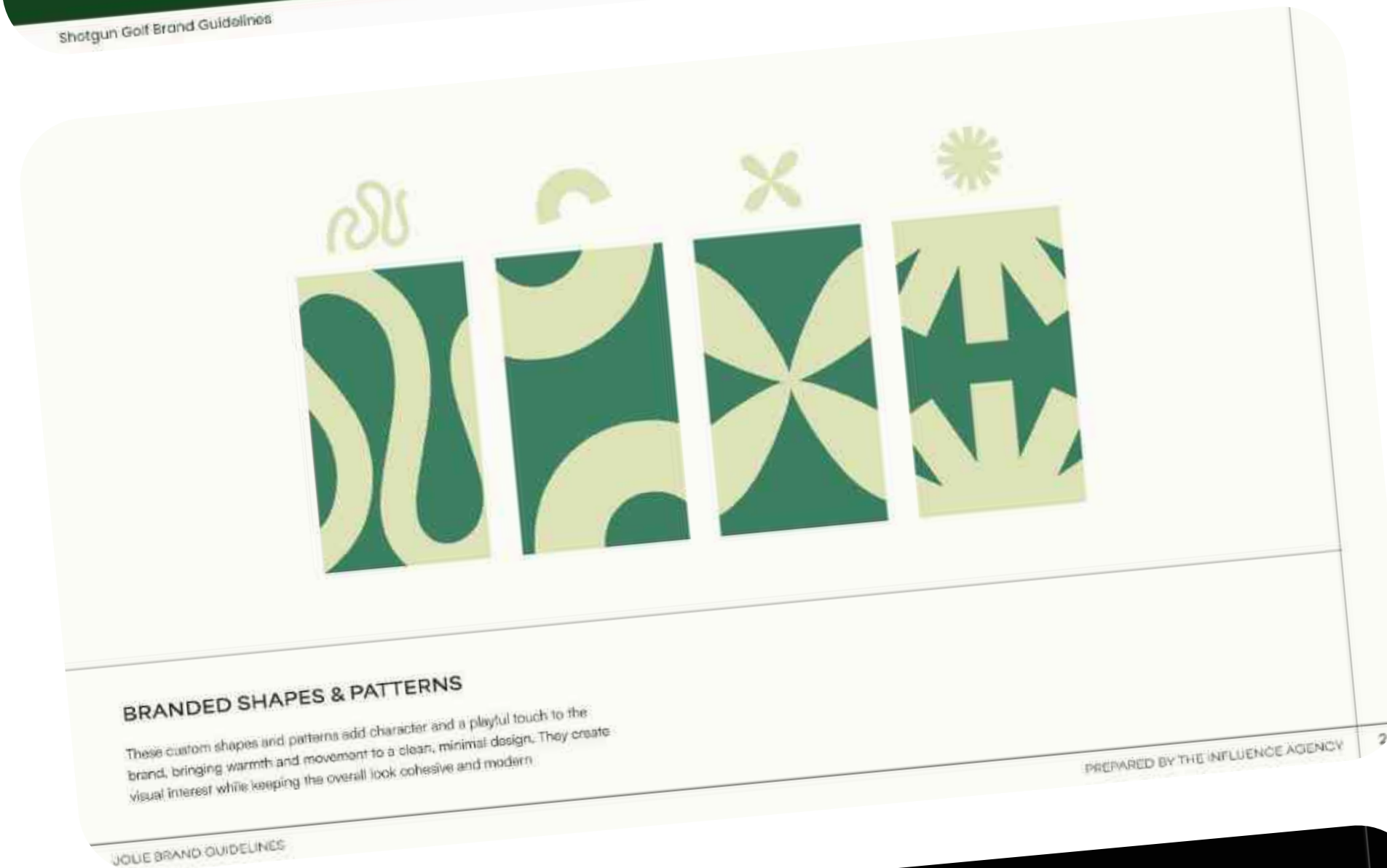
activation & event management

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



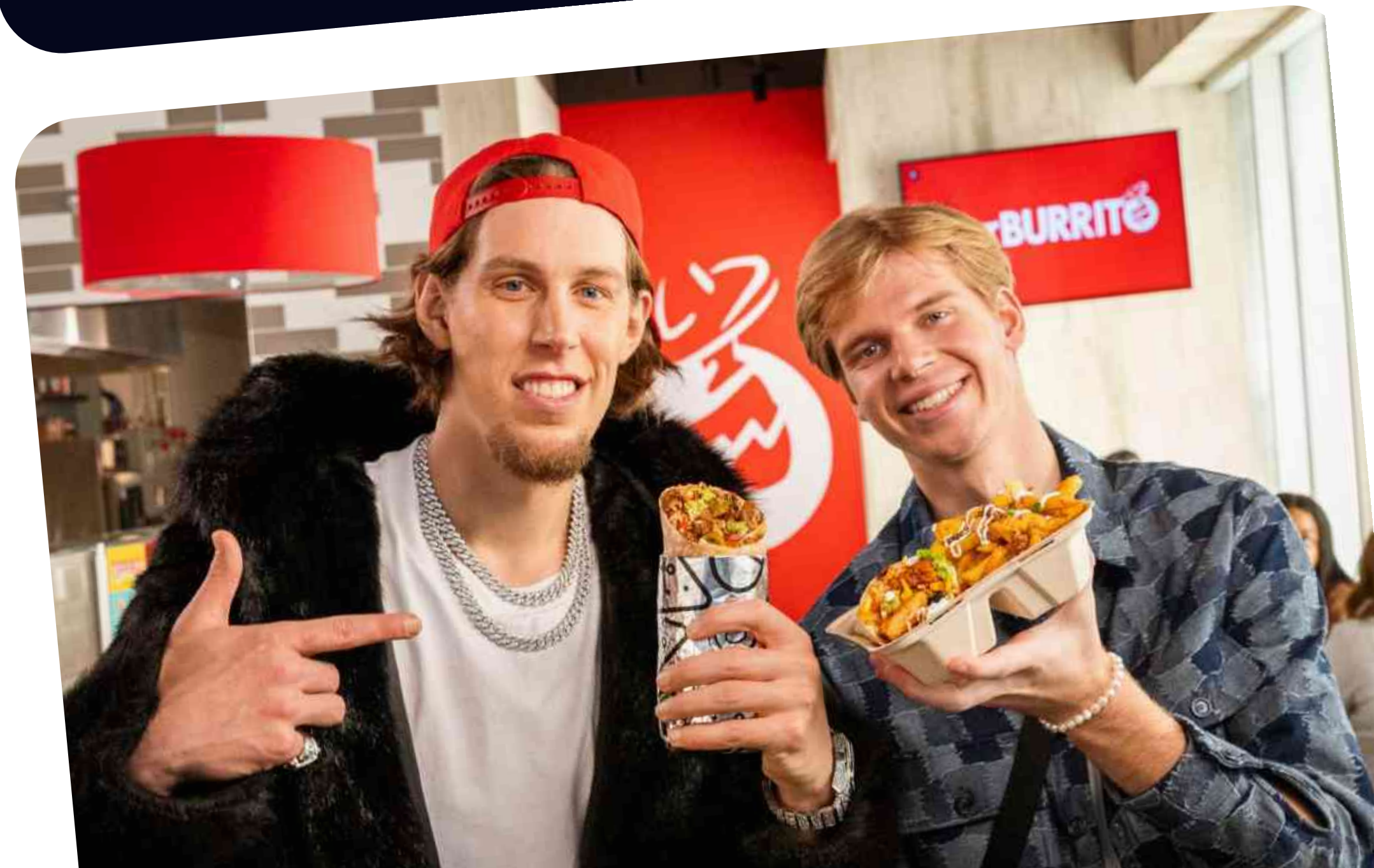
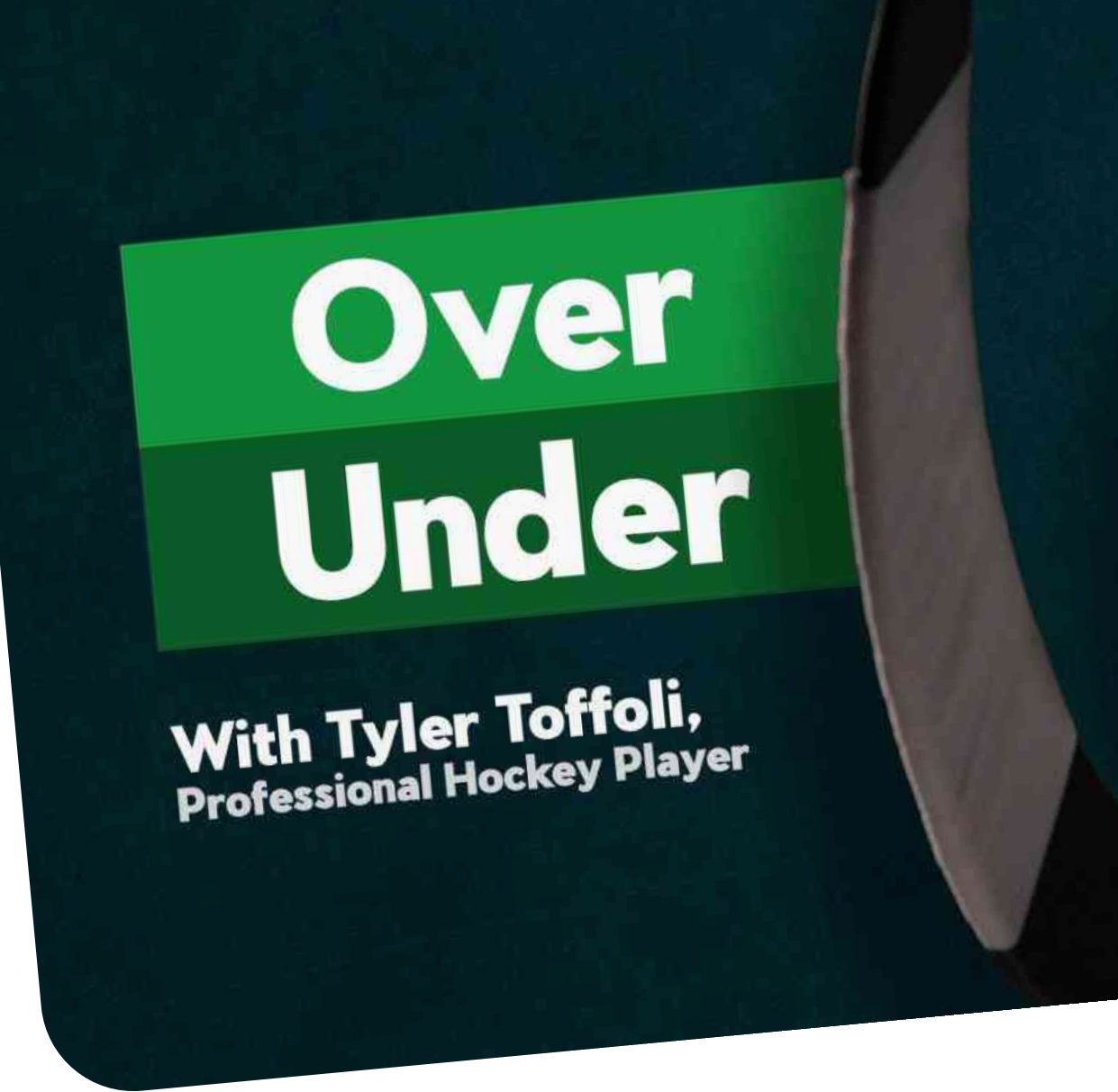
branding

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.



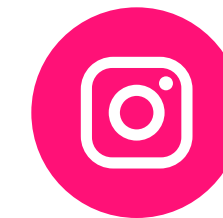
our online presence

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



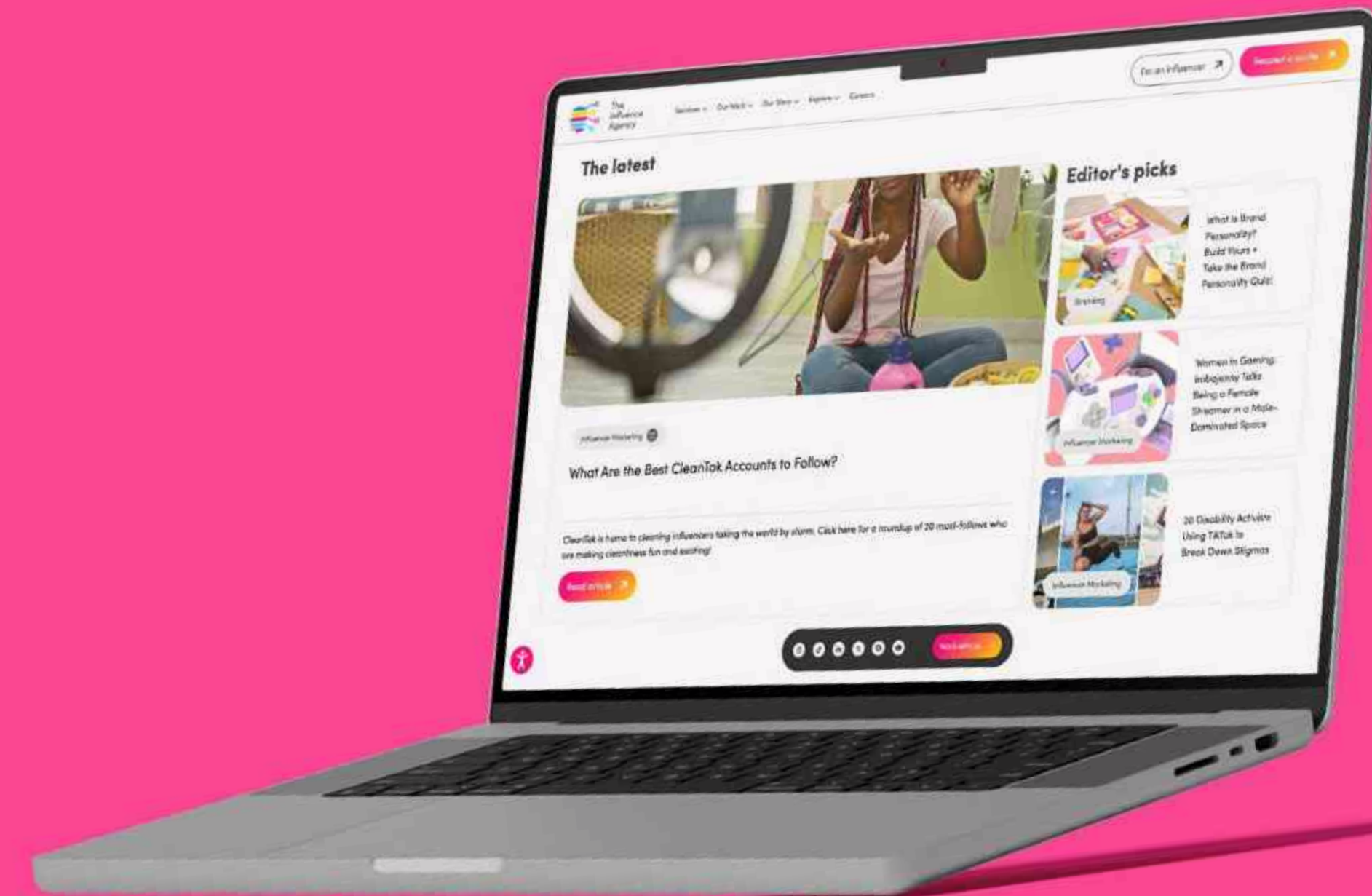
website / blog

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

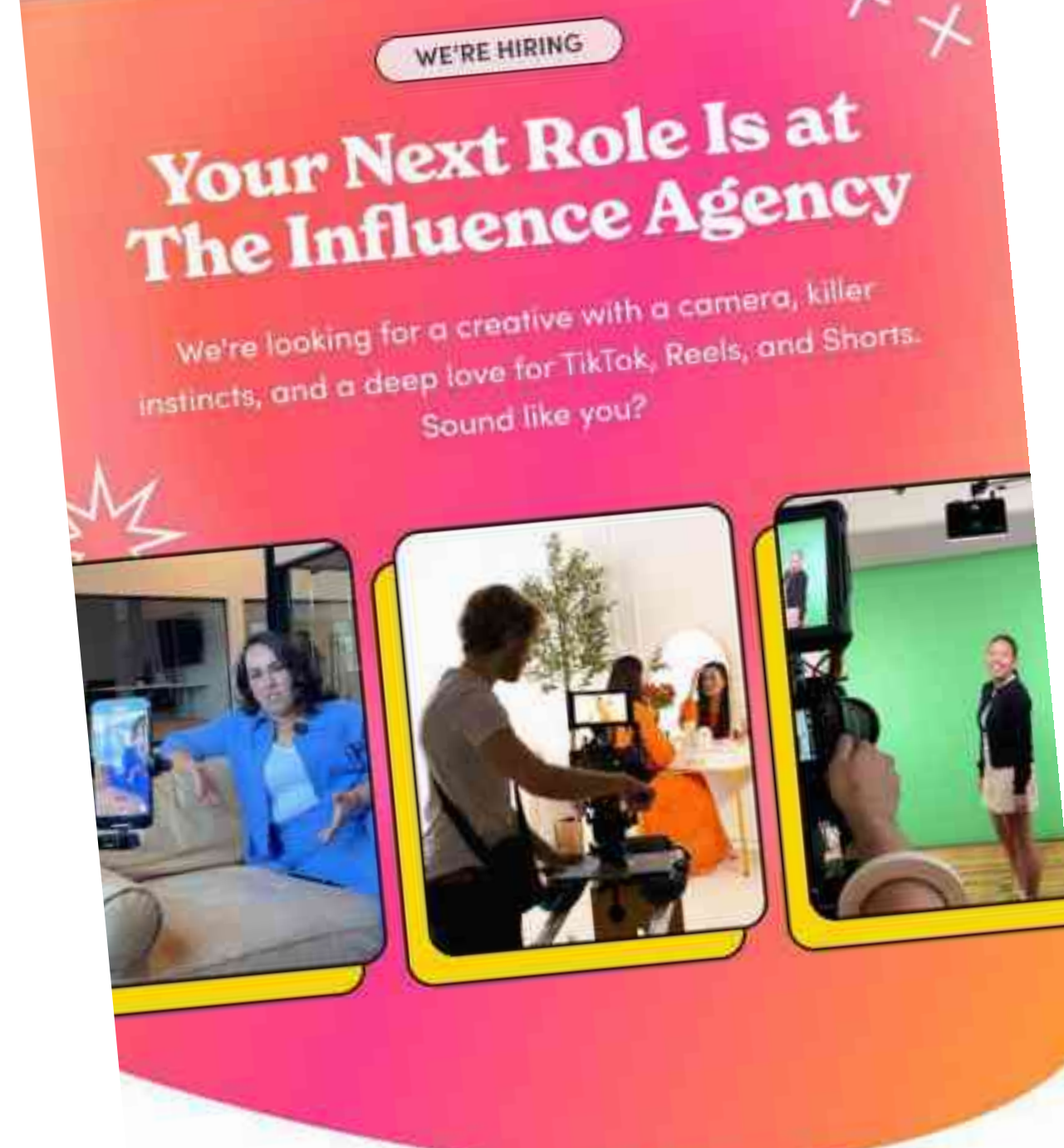


newsletter

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



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

The Influence Agency x **SMM** Social Media Marketing Alliance

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 feels more authentic and trustworthy.

For brands, this helps:

	Build trust through
	Strengthen employee
	Expand reach organically

[Read the Full Blog Post](#)

[In The News](#)

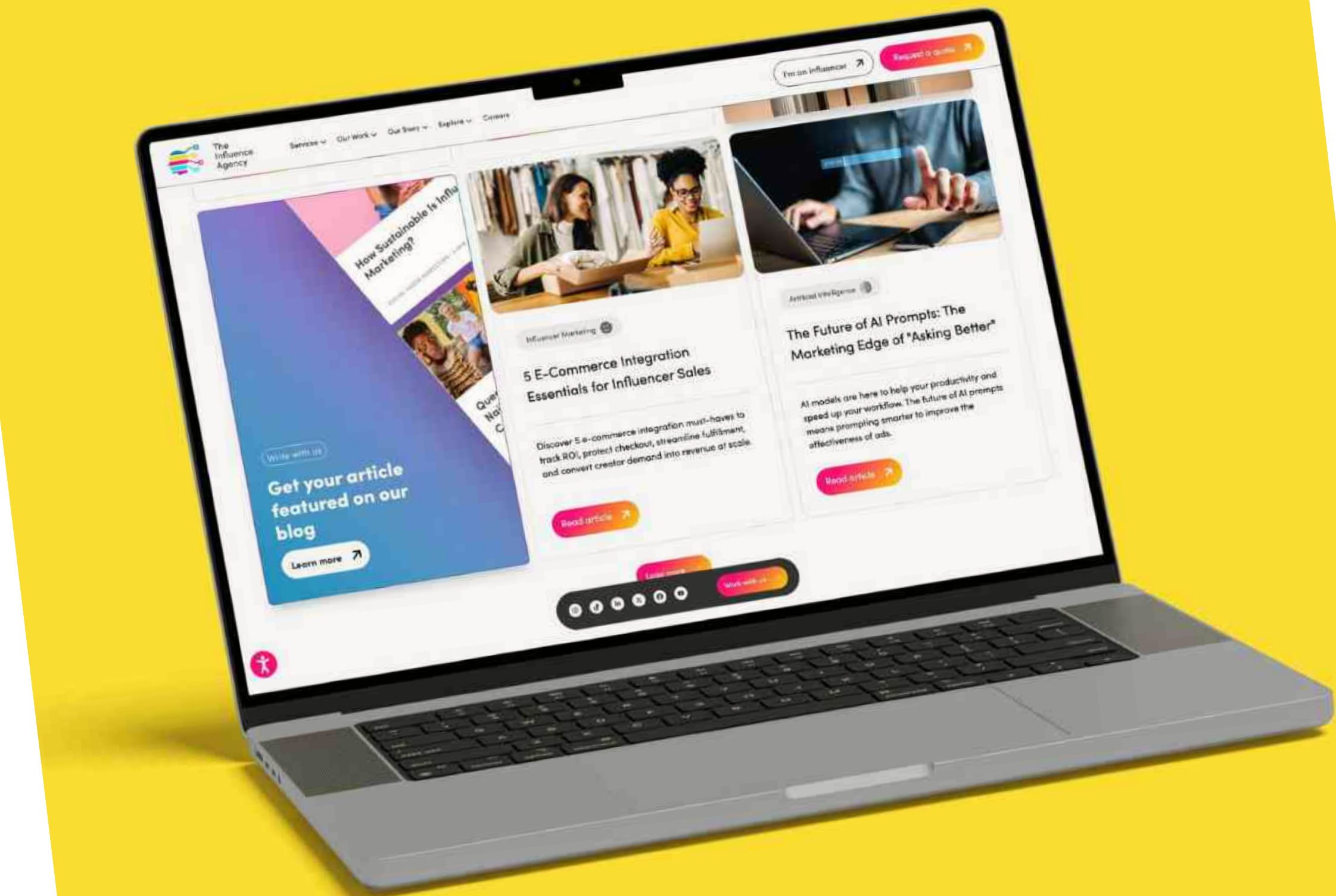
FEATURED



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

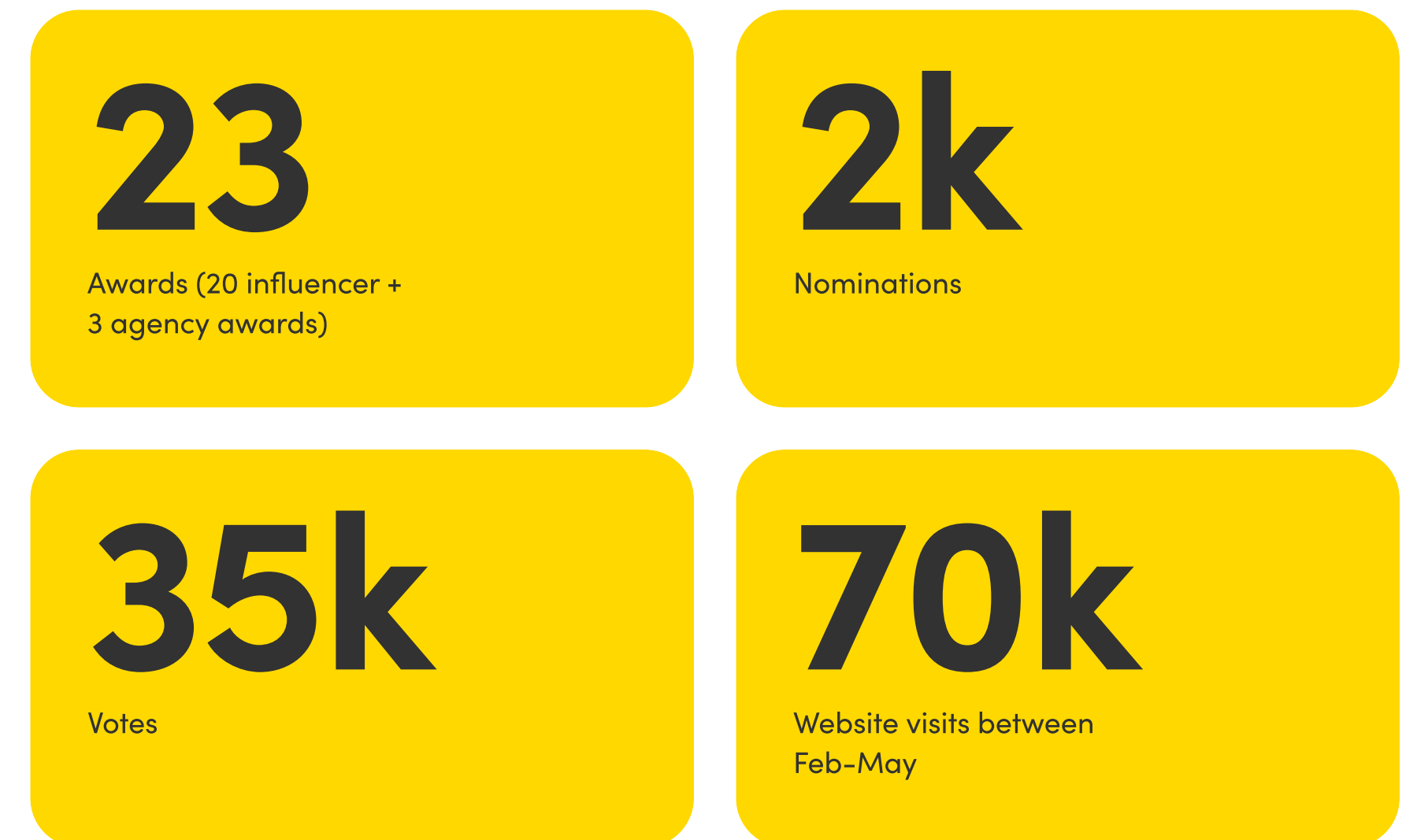
The Influence Awards celebrate the top performers in influencer marketing, recognizing outstanding digital creators and talent teams across Canada and the U.S., with thousands of nominations and votes each year.

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.



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**

[Read more](#)



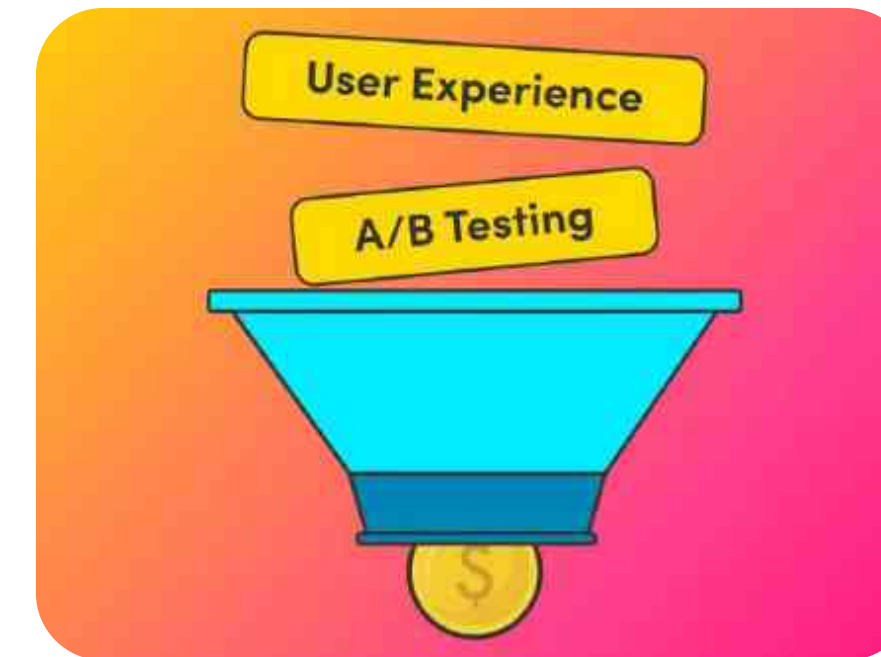
**The Ultimate TikTok Marketing
Playbook "For You"**

[Read more](#)



**Cannabis Marketing Playbook:
Paid and Organic Strategies
That Work**

[Read more](#)



**The Complete Guide
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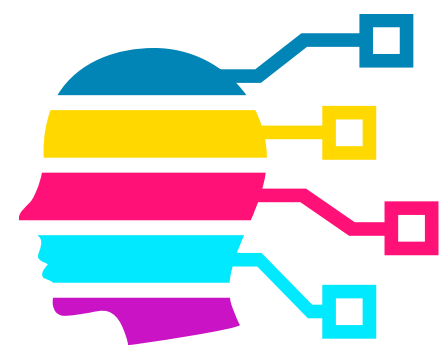


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media assets

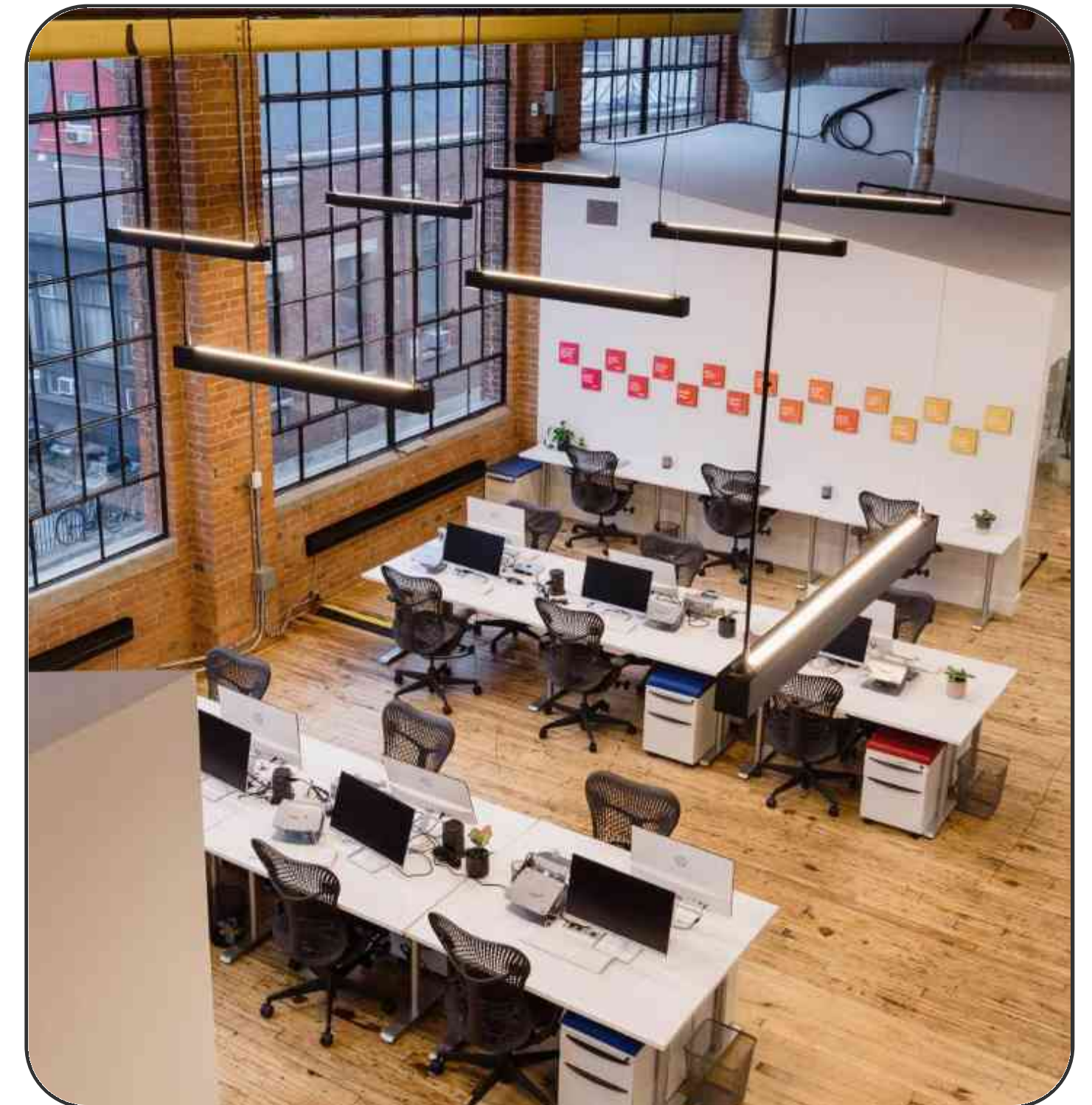


The
Influence
Agency

Logo



Team Photos



Office Photos

