



*Agency Spotlight Q&A*



In today's digital marketing atmosphere, companies that have unique stories need to let them be told. Chris Muccio of [Social Fusion](#) (located outside of Fort Lauderdale, FL) has a unique one that portrays the changes in the technology landscape over the past two decades and how he adapted to them in order to build a highly strategic digital marketing agency. And it all began from a book — or more accurately, the lack of a book.

## SOCIAL FUSION *with* CHRIS MUCCIO

**UpCity:** *You've had a very successful career thus far and have seen a lot of changes in technology over the years. How different are things now than when you first began your career?*



**Chris:** While I've been in business development for the majority of my career, I actually started my career in accounting at a time when accounting was performed on 13 column paper not computers. In fact, the first laptop I worked on was the size of a small suitcase.

I began my career with Coopers & Lybrand (now part of PriceWaterhouse-Coopers), passed the CPA exam, went to work in a boutique private equity company before deciding to return to school for an MBA. To put the timing for this in perspective, when I started the MBA program, Windows 95 was nothing more than hype. **We lived in the early stages of a desktop world without a web, but with bulletin board services.**

**SOCIAL FUSION**  
DIGITAL MARKETING

[ [www.SocialFusion.com](http://www.SocialFusion.com) ]

**UpCity:** *Yes, we remember that time well, and we'd love to hear more about the bulletin board services. Was this the cream of the crop in technology at the time?*

**Chris:** Yes, it was the bulletin boards that got me excited about the potential for technology, automation, business strategy and virtual business growth. Back then, along with a partner, we were able to develop a 6-figure business in our spare time that used the computer as the core revenue producing function. **The concept that you could make significant money from a wire in your telephone was a huge eye opener!**

**UpCity:** *So, is that when you began your interest in emerging technology and processes?*

**Chris:** Yes, it started there and grew. Once I graduated from my MBA program, I moved back into the corporate world but this time with an eye on emerging technology and processes. For the next few years,

I led multiple **global projects across 28 countries on five continents for a billion dollar company.** Given my background and interest in business development, I moved into mergers and acquisitions and **worked on deals that ranged from \$2M to \$300M.**

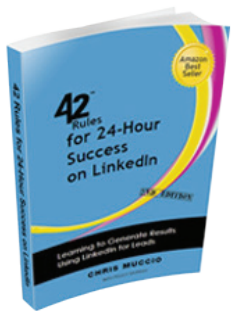
I was also working with what was a relatively unknown but potentially game changing technology called RFID (Radio Frequency Identification Devices). We all know about RFID today (it is in our passports), but back then it was an emerging technology. Regardless, I was hooked on business development, specifically in the B2B arena.

# SOCIAL FUSION with CHRIS MUCCIO

**UpCity:** So how did your agency get started?

**Chris:** Fast forward to the mid 2000's. I was working as a VP of National Ops for a company that provided outsourced financial resources for projects when **I became aware of social media. I wanted to purchase "a book" that explained it all to me, but that book didn't exist.** So the more I researched, the more I got interested in this space and ultimately thought about selecting one element to focus on and write a book about how to use it.

Given my interest in B2B business development, **I gravitated toward LinkedIn and wrote one of the first books that ever came out on the topic, 42 Rules for 24 Hours Success on LinkedIn** (now in its 2nd edition). It quickly became an Amazon Best Seller and I found myself doing a lot of speaking in line with the book to executives of SMBs.



This was the seed for the company that I've been building. Over the years, we've provided a variety of services from web development to specific applications and digital growth strategy.

Today, we honed our focus. **We are HubSpot partners who provide digital marketing strategy that drives responses, relationships and ultimately revenue.** I also still talk to business audiences about developing digital marketing growth, as well as teach it at the University level.

**UpCity:** What does your agency specialize in?

**Chris:** We focus on building sustainable digital growth for our clients which starts with a strong digital strategy. An effective digital marketing program requires a lot of integrated elements. This includes the integration of people, processes and technology.

Business-wise, we try to position ourselves at the center of that with a specialty in results-oriented digital strategy, HubSpot automation and lead generation. **Our target audience is the small business that is committed to digital but lacks the internal resources to effectively generate digital business growth. Ours is an integrated, solutions-driven process.**

**UpCity:** Do you see your agency positioned for rapid growth over the next few years with all the changes in SEO, social media, and digital marketing?

**Chris:** Over the next few years, the one certainty is that two things are going to move rapidly (and we are positioned well in regards to both):

1. CHANGE IN THE MARKETPLACE
2. THE NEED FOR MARKETING AUTOMATION

I've been attracted to emerging technology trends that can be used for business growth going back to the early 1990's and have not stopped today. **We invest in our growth through education, tools such as UpCity and HubSpot, and relationships with industry leading resources.**

# SOCIAL FUSION *with* CHRIS MUCCIO

**UpCity:** *It sounds like you've positioned your company on a path towards continued growth and have very impressive accomplishments so far. What advice would you give to other agencies that are in the process of building successful companies?*

**Todd:** Clearly, everyone follows a path that works for them. However, if I could offer suggestions in terms of sales and marketing, I recommend that you continuously work on the following:

- 📍 Build your credibility
- 📍 Expand your knowledge
- 📍 Quickly translate your prospect's complex issues into simplified solutions
- 📍 Identify, manage and engage key relationships (most important)

**Engagement is critical.** While it would be great to engage with everyone all the time, we've found it is not as realistic or simple as it sounds. However, **knowing your key audiences and engaging with them is critical!** First, identify this group and second, come up with a plan that focuses on relationship building with this group — providing value to help them be more successful in their daily business path.

**UpCity:** *Well, we certainly look forward to seeing what you will accomplish next. Thank you so much for your time!*

**About Chris Muccio** ([www.LinkedIn.com/in/ChrisMuccio](http://www.LinkedIn.com/in/ChrisMuccio))

Chris Muccio is a seasoned executive, focused on digital strategy with a pattern of success in large businesses and start-up companies. He was named one of 2014's Top Digital Marketing Strategists by Online Marketing Institute and specializes in crafting digital marketing strategies that generate revenue, responses, and relationships for the small business to the billion dollar global brand. He is an author of an Amazon Best Seller that was named one of the Top 100 Social Media Books of all time. He is a featured speaker on various business topics and has had the pleasure of speaking to thousands of business leaders across the US, Europe and Asia.

**About UpCity**

UpCity is a local inbound marketing platform built for agencies looking to acquire, scale, and drive results for their local business customers profitably. We accomplish this by combining our proprietary SEO/inbound marketing platform with a full range of sales and SEO service offerings.

UpCity makes it seamless for agency partners to increase efficiencies by managing and delivering customized tasks, generating robust on-demand reports, and providing full SEO services to help our partners generate new revenue.

Our passion for the industry and dedication to building long-lasting relationships with agency partners is the foundation of our business.

**It's what inspires us to continue to raise the bar in the industry.**

