

Social Link marketing agency wins Great Place to Work award

Historic Marathon Motor Works Nashville Headquarters



Nashville, Tennessee Feb 14, 2023 ([Issuewire.com](https://www.issuewire.com)) - [Social Link is a full-service marketing agency](#) based in Nashville, TN with a branch in Fort Lauderdale, FL that partners with businesses and influencers to enhance their brands, increase customer engagement, and drive revenue growth. Our team of experts specializes in growing businesses by connecting them to their communities needs. We have a proven track record since 2008 of delivering results for major Fortune 500 brands such as Allison Transmission, Hilton, American Psychology Association, Job.com, and Call Design North America. We also specialize in helping small and startup companies grow aggressively.

At [Social Link](#), we believe a strong work culture is important because it can help to create a positive and productive environment for employees. It can also help to attract and retain talented employees, and increase employee satisfaction and engagement. A strong culture can also help to align employee values and decision-making with the company's values and goals. Additionally, it can help to improve communication and collaboration among employees and promote a sense of community within the organization. This can lead to increased productivity, innovation, and ultimately, success for the organization and our clients.

Our services include strategic go-to-market planning, content creation, video production, and in-house

development to streamline technology needs. We understand that marketing and advertising channels are constantly evolving, which is why we frequently touch on web development, app development, UI/UX design, and SAAS product development. By providing both creative and tech talent in-house, we are able to streamline the process and ensure that all of your technology and content creation needs are met in a timely and efficient manner. We help companies develop campaigns and advertising strategies that make a measurable positive impact.

Our hiring process prioritizes diversity and inclusion in our hiring processes. We believe that a diverse workforce not only is the right thing but also creates a brighter work culture and ultimately a better experience for our clients. We celebrate everyone's individuality and story, and we recognize that everyone works differently. As such, we have implemented a hybrid schedule to ensure the best of both worlds, allowing for flexibility and structure.

Our office hours are Monday through Friday from 9 AM to 3 PM. In the summertime, we only work half days until noon and are optional in the office. We encourage our team to work in the office when it is best for them, and we keep standard hours to ensure there is connection and focus. Some things are just better problem-solved in person to keep the creative juices flowing. The remaining time can be used however our employees see fit. Whether that's working at night when inspiration strikes, taking time to recharge after a stressful project, or educating themselves on furthering their creative talents.

"If our employees are happy, our clients are happy. Our journey's are all different and we celebrate that at Social Link. We have recruited some seriously creative talent to further support industry trends in video production, web design, social influencer marketing, and omnichannel advertising. It's not just a group of people showing up to work because we have to. We operate as a support system for each other. We want to be the best full-service marketing agency that Nashville has to offer in growth marketing. That starts with our employees. We hire the best because that's what our clients deserve.", said Brady O'Rourke, CEO.

" We offer health, dental, vision, etc. and this year we introduced paid maternity and paternity leave, added 401k savings, and promote supporting mental health needs. We encourage everyone to talk about mental health at their level of comfort. Preserving personal time, pausing notifications, working out, and stepping away is critical. Some days you just need space. Others work 15 hours because creativity hits. Some roles and personalities require structure. We've found a healthy blend. The real benefit is not hating your job and being proud to be a part of a winning team. We want our employees to be at their best when it's go-time.", continued O'Rourke.

Social Link's team of experts specializes in helping companies grow. Our Mission & Vision is to be the go-to marketing agency for any businesses that need professional resources to help them start, grow, or scale their business model. We understand that building a successful marketing campaign takes time and effort, which is why we are committed to working closely with our clients to ensure that their needs are met. We believe in transparent communication and will always keep our clients informed.

"We try to be as flexible as possible, and that's even reflected in our PTO policy. If you need time off - take it and make the most of it. We want people who *want* to be here and to be valuable contributors to our company and our clients. We're all in it together, and we know that giving them the space to be themselves is what gets us there. ", said Tyler Dishman, VP, of Business Development.

In addition to our work, Social Link is committed to giving back to the community. We have actively volunteered on the Tennessee Pride Chamber of Commerce marketing committee and have donated our services since 2019. During this time, we helped the Chamber strategize for going statewide,

creating a whole new brand, and full-service content development for social media, billboards, and video. Today, we continue to support the Tennessee Pride Chamber of Commerce by helping them expand awareness into new and rural markets in Tennessee.



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