

News & Media

iBlog Magazine – October 2016

“Stay True to Your Brand” – Everywhere’s CEO (and iBlog Magazine Advisory Committee Member) Danica Kombol wrote an article for this month’s edition of the magazine. The article outlines how to stay true to what you’ve built and what questions you can ask yourself to revitalize your brand. *Excerpt: “Your brand is just an extension of your personality, your interests, and the story you have to share.”*

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Intellectually Cool – 9/30/2016

“4 Lessons about the Business of Influencer” – Everywhere’s Lina Skandalakis appeared on a panel at General Assembly. This recap post by David Melhado outlines 4 key lessons from the talk and includes an audio recording of the panel. *Excerpt: “Our panelist spoke about how companies are working with Influencers to help tell their brand story, how Influencers build value through social platforms, and which tools are being used to connect with new audiences.”*

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WOMMA – 9/28/2016

“#TALKEthics: Compliance is not as Complicated as You Think” – Everywhere’s CEO Danica Kombol guest blogged for WOMMA about the importance of disclosure in the industry. *Excerpt: “The discussion – and concern – about disclosure in influencer and native advertising has never been more pertinent than it is today.”*

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BizLife (in Serbian) – 9/27/2016

“What Online Influencers Have To Say and Why It’s Important” – Everywhere’s CEO Danica Kombol will speak at the Content Experience Summit in Serbia in October.

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Econtent Magazine – September/October 2016

“Influencer Marketing: Turning Taste Makers Into Your Best Salespeople” – Everywhere’s CEO Danica Kombol was interviewed on influencer marketing. *Excerpt: As someone with a background in PR and marketing, says Kombol, “I realized there was great potential for influencers to tell the story of a brand.”*

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The C*Word – The Clever Girls Blog – 9/8/2016

“33 Digital Marketers To Follow Because They Are Ballin’ Out” – Everywhere’s CEO Danica Kombol is noted as the #5 person to follow by Clever Girls’ Stefania Pomponi. *Excerpt: “The people on our list spend their days (and online time) doing the actual work of digital marketing, versus creating inspirational memes of – and in some cases full websites devoted to – their own quotes (you know who you are). In many cases, the experts on this list don’t provide “how-tos” so much as embody them. They’re worth following and observing.”*

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AgencySparks – 9/6/2016

“Radio Recap: AgencySparks’ CEO Joe Koufman on The Dana Barrett Show” – Our business development partner, Joe Koufman, was featured on [The Dana Barrett Show](#) on [biz 1190](#). *Excerpt: “Dana and Joe go on to talk about examples of how that would work in a brand setting. Joe cites Scenic Road as our specialist in documentary-style video production, and Everywhere Agency, our social media agency that specializes in influencer marketing.”*

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Tech.co – 8/18/2016

“Influencer Marketing Isn’t a Gold Rush” – Everywhere’s CEO Danica Kombol penned this post for Tech.co on the popularity of influencer marketing. *Excerpt: “What scares me is the gold rush aspect of the game. I realize marketers want to hit payday, but prospectors*

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beware, there's no element of luck involved in influencer marketing the way there was in finding a stream of gold. Those who really benefited from the gold rush showed up with some knowledge of the land and the right tools, and if you've ever tried panning for gold, you know it requires skills."

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Huffington Post – 8/18/2016

“Skyrocket Your Business with Celebrity Influencers” – Everywhere’s CEO Danica Kombol was quoted in the Huffington Post on influencer marketing and the talk she gave at the Spark.ME Conference.

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Coca-Cola Journey – 8/15/2016

“Recruiting the Next Generation of Fans and Consumers: How Coke and the IOC are Getting Millennials Into the Games” – Everywhere’s CEO Danica Kombol was quoted in Coca-Cola’s post: “Today’s youth are even more interested in what is going on behind the screen than what’s on the screen. If you can give them the behind-the-screen experience, you can win the audience.”

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48in48 – 7/22/2016

Everywhere Agency Joins Forces with 48in48 as a Hotspot Sponsor – “Everywhere Agency is joining forces with the host of talented developers, marketers, designers and marketers behind 48in48.com to help build 48 websites in 48 hours. We’re bringing our specialty skill of helping nonprofits strategize on the role social media can play for fundraising, building awareness or even assembling a core of volunteers.”

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Jovana Miljanovic – 6/16/2016

What You Need To Know Before Hiring An Influencer – “Everywhere Agency is doing an amazing thing, because they are not only working with influencers, but also focusing their efforts on educating brands how to properly work with influencers.”

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Atlanta Business Chronicle – 5/20/2016

Everywhere Agency has made #20 on Atlanta Business Chronicle’s List of Largest PR Firms.

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Domain.ME – 5/9/2016

Influencers And Their Importance: Our CEO Danica presented at the SXSW of Europe, Spark.ME. Here's a post outlining what was learned about her presentation.

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Diva Marketing – 5/9/2016

To celebrate Diva Marketing's 12th Blog Birthday, Toby has an extra special interview on a topic that is sizzlin' hot — Influencer Marketing with our CEO Danica Kombol.

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AMY Awards – 3/10/2016

Everywhere Agency was a 2 time Finalist in the 2016 AMY Awards hosted by Atlanta's branch of the American Marketing Association for our work with Macy's/Emme and Domain.ME in the "Social Media Campaign for Companies with Revenue > \$100B" and "Integrated Marketing – General Market B2B" categories, respectively. We received an AMY Award for our #MacysEmme Social Media Campaign.

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90.1 WABE – 2/15/2016

Eboni Lemon of 90.1 WABE Atlanta visited an active shooter training hosted at local marketing company Everywhere Agency.

[Listen to the Segment](#)

CBS46 – 1/28/2016

Everywhere CEO Danica Kombol was featured on CBS46 talking about the dangers of social media challenges, sparked by the discussion around the “Duct Tape Challenge”.

[Watch the Segment](#)

Huffington Post – 10/6/2015

Dr. Darria of ShareCare Radio wrote an article entitled “5 Way To Find Happiness in the Chaos,” featuring CEO Danica Kombol and her favorite tricks for staying in the moment to keep you from running on empty.

[Read The Article](#)

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PRSA Georgia – 8/25/2015

Everywhere Agency named a 31st Annual Phoenix Awards Program Finalist for their work on behalf of Domain.ME with Latina entrepreneurs at the #WeAllGrow Summit. Everywhere was also named a Project Finalist for their work on behalf of 100 Good Deeds for their work on the #DeedADay Word of Mouth campaign.

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iBlog Magazine – 8/20/2015

iBlog Expert Interview: Danica Kombol of The Everywhere Agency – Brands and blogger relations in regards to influencer marketing campaigns

[Watch Now](#)

PR News – 3/4/2015

Everywhere Agency named as a finalist for PR News' Social Media Icon Awards in the category of Best Social Media Team for their work on Macy's Heart of Haiti

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Everywhere Agency – 1/13/2015

Danica Kombol Announced as Womenetics 2015 Atlanta POW! Awards Honoree

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Everywhere Agency – 12/20/2014

100 Good Deeds Bracelet & National Blogging Networks Sweep Social Media With #DeedADay!

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The Niche Parent Network – 12/18/2014

3 Key Components of a Blogger Campaign Report

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The Outreach Marketer Blog – 12/15/2014

7 Things To Look for When Choosing a Blogger for a Brand Campaign – The Outreach Marketer

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Domain .ME – 12/2/2014

Personal Branding with .ME at Blogalicious Conference

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PRSA Georgia – 11/6/2014

Congratulations to the 30th Annual Phoenix Award Winners!

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Thoroughly Modern Marketing – 5/14/2014

#SomeAwards: 2014 SoMe Social Media Awards Finalists Announced

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Harvard Business Review – 5/1/2013

Should You Share a Room on a Business Trip?

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Babble – 1/1/2013

Haiti Must Not Be Forgotten

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Mashable – 2/28/2012

Bieber Fans Eye Social Media World Record for His 18th Birthday

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Atlanta Journal Constitution – 11/10/2010

The Power of Social Media

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Mashable – 1/18/2010

How Non-Profits and Activists Can Leverage Location Based Services

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CNET – 10/22/2009

Online cancer-fighting initiative sets Guinness record

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Philanthropy Today – 10/20/2009

Cancer Fund-Raising Effort Sets Guinness World Record

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Mashable – 10/19/2009

#BeatCancer Sets Guinness World Record, Raises Over \$70,000

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Wall Street Journal – 10/1/2009

Firms Get a Hand With Twitter, Facebook

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