Australian Social Management Agency Sets Sights on US and UK Expansion

During an economic downturn, Australia PR and Social Management Firm SocialX have experienced substantial growth and are now rapidly expanding into the United States and United Kingdom

Melbourne, May 14, 2020 (Issuewire.com**)** - Digital Marketing and Talent Management firm SocialX has only been around since the end of March 2020, putting the company at a mere 2 months old. However, having a quick scroll through their social media pages, websites and massive names under management - it's as though they've been around for half a decade.

The COVID-19 pandemic put an enormous strain on almost all businesses in all industries, but SocialX has looked at this period in a different light. "We opened up SocialX during one the largest economic recessions the world has ever seen," says Jenny Jung, Co-Founder and Partner, "At first, we thought that this would be one of the most difficult businesses to expand and work on as companies were tightening up spending, closing up and letting go of employees. The last place we thought businesses and brands would be spending is in marketing. We quickly discovered that this was in fact, incorrect, and the pandemic and change in the economy has just changed the way brands are marketing and how they are going about it".

This gamble has paid off for SocialX, leaving other agencies scrambling to keep up with the innovative approach they have taken towards talent management. SocialX has now signed up dozens of high profile individuals and upcoming talents in the matter of a few weeks, many of them seeking to be broken from their "restraining contracts" from other agencies that have monopolised the market for the last decade.

"We have found that talents and influencers are getting charged excessive fees, monthly recurring payments and lock-in periods from existing management companies, which is something we see almost on a daily basis," Jenny said, "and we think this approach is incorrect for so many different reasons."

SocialX doesn't charge any recurring fees or lock-in periods and believes that talent and influencers should be satisfied enough with their management service that they should want to stay. This approach has been a huge hit amongst established and upcoming names in the industry and has been key to the growth of the company.

The company has now seen an avalanche of interest from international based talent, particularly based in the USA and UK and are now seeking to expand into these areas while they continue to sign talents from these areas. "The growth we've seen coming out of the US and UK has come as a surprise to us," said Nicholas Heath, CEO of SocialX, "especially from the brands and labels who are signing for campaigns with us. Most of these have been US-based businesses. We are very much looking forward to expanding our reach and staffing into these territories as we continue to grow".

SocialX now employs 9 staff in Australia and has signed over 100 talents from a range of different industries.

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