

CHICAGO, IL, December 19, 2013 /**24-7PressRelease**/ -- [Phocial](#) has quickly grown into the industry leader in [experiential photo marketing](#), delivering client messaging to over 20 Million online users in 100 countries and all 50 States. Providing an interactive media sharing platform, Phocial enables brands to optimize their presence in the social space. Through the use of a custom designed sharing platform, Phocial is able to provide brands the opportunity to capitalize on moments of engagement between brand and consumer during the most critical time period . . while consumers are engaged.

Phocial instantly transforms consumers into brand ambassadors. By creating free and highly shareable content in real-time, there are incredible opportunities for widespread brand awareness through highly visited social media channels. Peer-to-peer sharing of this content provides brands with the added benefit of awareness from a trusted source.

Heading into a busy 2014, Phocial Co-Founder Rob Zucker is excited about the platform's newest upgrade, **Responsive Photo Layouts**, "The Phocial platform promotes a genuine connection between brands and consumers unlike any other real time service. The addition of our Responsive Photo Layouts delivers a higher quality, more shareable take away for event guests", while Co-Founder Rob McCarty adds, "Expanding on the success of our pre-cropped Instagram layouts, which have been a huge hit at concerts, festivals, and sporting events nationwide, we're excited about the customization possibilities that only Responsive Layouts can deliver".

Phocial's team of [experiential marketing experts](#) work daily with brands to maximize their exposure on-site at Entertainment, Culinary and Sporting events worldwide. The Phocial platform works as a distribution channel to tie in real world promotions and redemptions to increase sales, drive online registrations, and boost brand awareness.

For inquiries, contact info@getphocial.com .

[Phocial](#) is an integrated marketing agency that delivers branded photo experiences through a proprietary platform empowering consumers with the ability to share branded experiences in real time. In 2013 alone, Phocial has enabled brands to share their messaging with over 20 Million online users, distributing content through peer-to-peer endorsements