

2016

RSW / US

AGENCY NEW BUSINESS

THOUGHT LEADER SURVEY REPORT

This is our second annual Agency New Business Thought Leader Survey Report.

Because we at RSW/US are always generating questions for our surveys, we thought it would be insightful to get perspective from some of the industry's leading agency new business Thought Leaders.

We asked each of them to submit questions they believed would prove helpful to agencies across the country.

We would like to thank the following Thought Leaders for including questions in this survey.

**JAY BAER** BEST-SELLING AUTHOR AND CONSULTANT

**BLAIR ENNS** FOUNDER OF WIN  
WITHOUT PITCHING

**TIM WILLIAMS** FOUNDER AND MANAGING DIRECTOR  
OF IGNITION CONSULTING GROUP

**MICHAEL GASS** FOUNDER OF FUEL LINES  
BUSINESS DEVELOPMENT, LLC

**PETER CAPUTA IV** VICE PRESIDENT OF SALES AT HUBSPOT

CEO OF NEWFANGLED **MARK O'BRIEN**

## RSW/US OWNER & PRESIDENT MARK SNEIDER



The 2016 Agency New Business Thought Leader Survey was completed by 260 Agency Principals from across the United States during October 2015 and commissioned by RSW/US.

RSW/US is a full service, outsourced agency lead generation and new business development firm that helps marketing service companies (exclusively) find and win new business. We help Agencies find qualified leads and set meetings with them. We assist Agencies in improving their positioning in the market and move them closer to closing new business.

This report provides an overall summary of findings as well as perspective from RSW/US. In addition, each Thought Leader has offered Agency New Business advice that is provided in the report.

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*PLEASE NOTE: ALL PERSPECTIVE IS THAT OF RSW/US. SEPARATE INTERVIEWS AND GUEST BLOG POSTS WILL SERVE AS PLATFORMS FOR OUR THOUGHT LEADERS' PERSPECTIVE AND INSIGHTS.*





# CHAPTER 1

# JAY BEAR ASKS...



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## CHAPTER 1 JAY BAER ASKS...

The first set of questions comes from Jay Baer.

Jay is a “hype-free” social media and marketing keynote speaker, best-selling author and consultant. He speaks about 50 times each year to groups around the world, for audiences as large as 6,000 people.

Jay has started 5 companies and consulted for 31 of the Fortune 500.

His blog is rated as the #1 content marketing blog in the world, and he’s the author of four books including the New York Times best seller, *Youtility: Why Smart Marketing is about Help Not Hype*.

JAY CAN BE REACHED VIA HIS SITE: [WWW.CONVINCEANDCONVERT.COM](http://WWW.CONVINCEANDCONVERT.COM)

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@JAYBAER

## JAY BEGINS WITH

### QUESTION 1

#### DOES YOUR AGENCY HAVE AN ACTIVE BLOG?

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As background, and from a broader context on content marketing, Jay published a post, [\*The Only 4 Reasons Agencies Should Care About Their Own Content Marketing\*](#). Topline, these are:

- To Retain More Clients
- To Up-Sell New Services to Clients
- To Improve Your Conversion Rate in pitches and RFPs
- To Generate More Leads

These are sound and realistic objectives. Marketers have told us through prior surveys they do read agency blogs. In fact, 89% of Marketers do. When questioned about what kind of agency blogs they like to read most often, the Marketers told us they are seeking out:

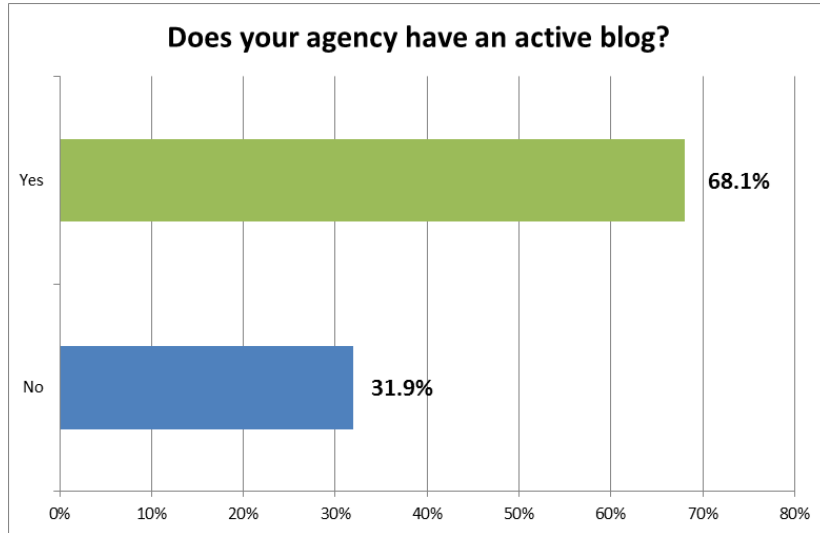
- Industry-specific insights. (61%)
- Agency perspectives on marketing and agency trends. (28%)

To the points Jay makes in the referenced post, thoughtful, insightful content that helps marketers in their strategic planning and thinking can make your firm stand out.

### ...So how did respondents answer Jay's first question?

## QUESTION 1 CONTINUED...

### DOES YOUR AGENCY HAVE AN ACTIVE BLOG?



### RSW/US Perspective

While over two-thirds of agencies answered “yes”, the 68.1% actually shows a noticeable drop since our 2014 New Year Outlook Survey, when over 76% of participants indicated they were maintaining an active blog. Certainly the means to publish and distribute content is evolving rapidly, and conceivably the drop in blogging activity is countered by other publication channels.

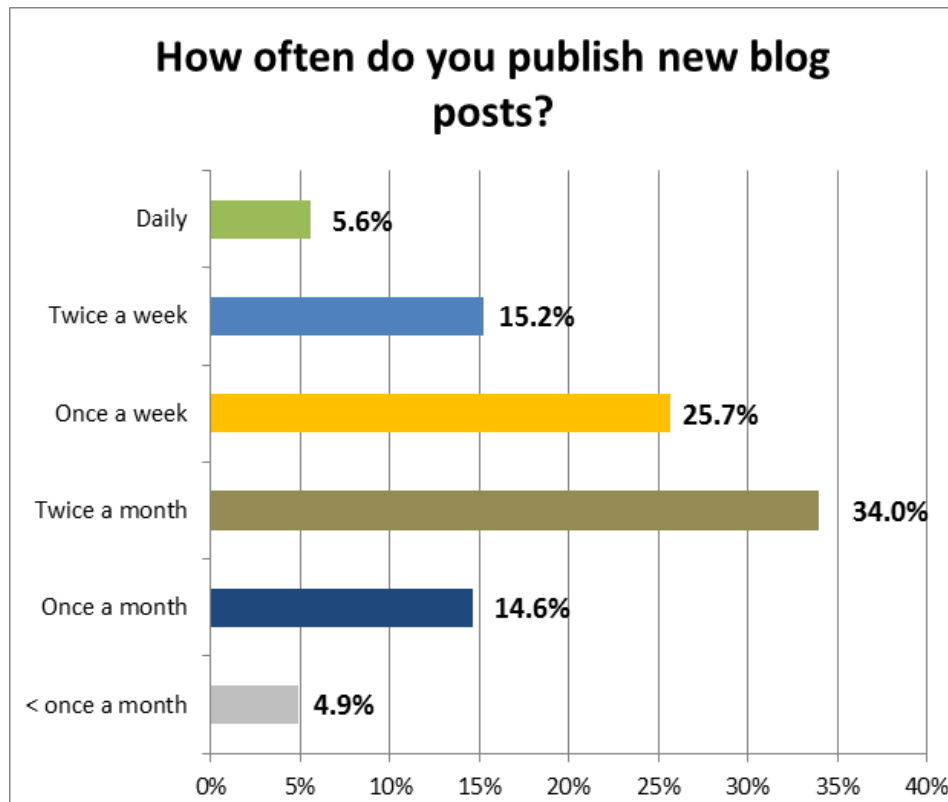


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## JAY BAER ASKS...

### QUESTION 2

#### HOW OFTEN DO YOU PUBLISH NEW BLOG POSTS?

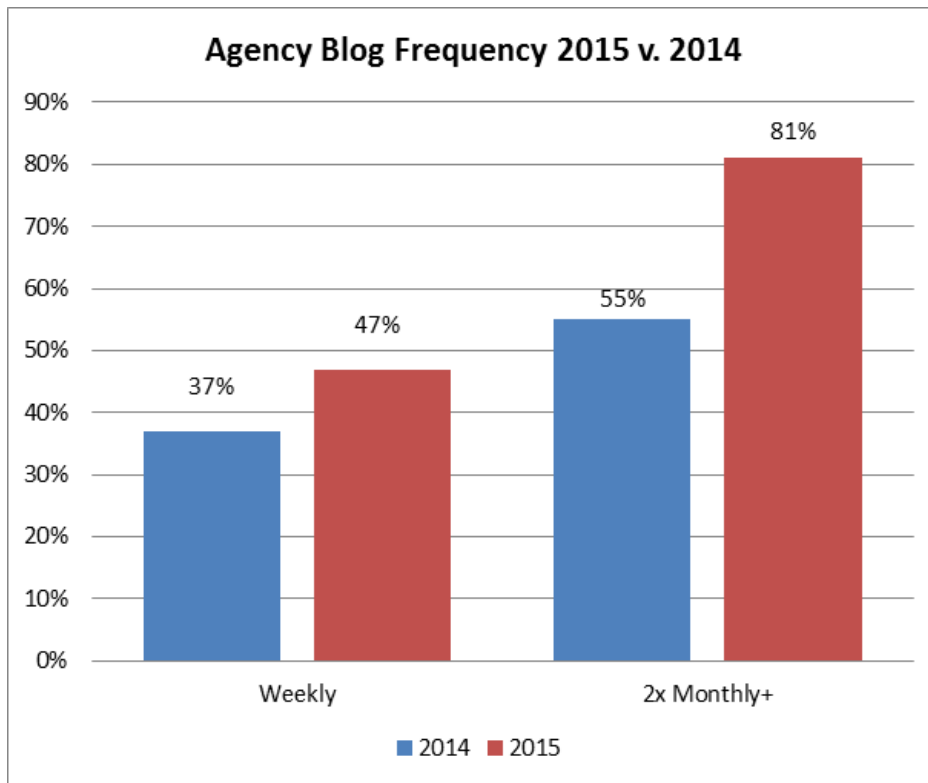


**47%** of respondents reported publishing posts at least weekly, and almost

**81%** indicate they publish at least twice a month.

## RSW/US Perspective

This is up considerably since our 2014 New Year Outlook Survey when only 37% posted once a week and 55% indicated posting twice a month or more.



### REMEMBER

- Each year agencies tell us they are increasing focus on their agency new business efforts.
- Marketers tell us they read agency blog posts.

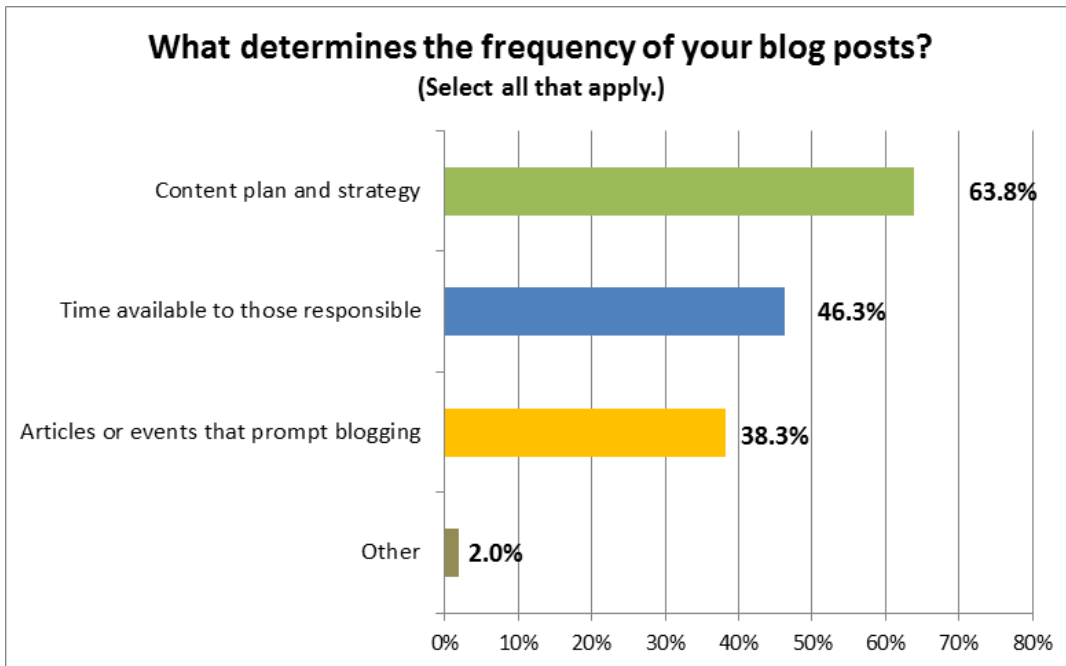
This measurable increase in blogging activity underscores the importance of having a blog. While some may argue that “clutter” may decrease the impact of blogging, being absent from the blog-osphere can cost agencies new business opportunities.

WITH BLOGGING PRESENCE BEING IMPORTANT FOR AGENCY NEW BUSINESS JAY BAER ASKS...

## QUESTION 3

### WHAT DETERMINES THE FREQUENCY OF YOUR BLOG POSTS?

RESPONDENTS WERE ALLOWED TO IDENTIFY MULTIPLE FACTORS:



### RSW/US Perspective

Seeing “content plan and strategy” as the primary factor contributing to blog post frequency is very satisfying. Greater frequency will make a difference in building awareness for an agency, but frequency alone will not drive success.

Just as your firm develops communication strategies for your clients, your agency new business plan needs to include a communication strategy for your own business. Frequency will be a part of that, but more importantly is the content strategy. Your target audience will see value in blog content that is relevant to challenges they face.

FOR RESPONDENTS INDICATING THEY ACTIVELY BLOG...  
JAY BAER ALSO ASKED 

## QUESTION 4

### WHY DO YOU THINK PEOPLE READ YOUR BLOG?

#### Responses varied along a couple interpretations of this question...

- Some respondents interpreted the question as *“What evidence makes you think people read your blog?”*

#### Some respondents provided metrics, the most specific of which was:

*“We have over 75K subscribers and 80k visitors per month...”*

#### Others offered:

- *“I know they do through analytics.”*
- *“They search for ‘how to’ sections (those rank highest)..”*
- *“Traffic is often directed to our blog via a specific search term...”*
- *“To finish reading an article we have sent via email or posted to social media.”*
- *“I think they read it (albeit in small numbers) because our employees forward it to their networks.”*
- Others took the question in relation to reader interest, as *“Why do you think people have interest in your blog?”*

Many responses revolved around the Thought Leadership and engaging content their blogs offer, as well as more objective purposes for reading the blog.

## QUESTION 4 CONTINUED...

### WHY DO YOU THINK PEOPLE READ YOUR BLOG?"

#### Some of the most specific comments relating to Thought Leadership and content were:

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- "Because they are looking for thought leadership in the insurance and financial services categories."
- "We provide valuable advice for leveraging marketing technology..."
- "It's industry specific and educational..."
- "Great information, with how-to ways retailers can improve their marketing."
- "It provides a perspective of today's issues from the views of bi-cultural Hispanics."
- "The content is a mixture of business and personal anecdotes. Feedback is that subscribers find it engaging, informative and entertaining..."

#### As for the purpose for reading blogs, several responses were:

- "...to check the box" that we're active in the industry..."
- "To decide if they want to work here or hire us as their agency."
- "For their own research..."

*APPENDIX I PROVIDES ALL RESPONSES RECEIVED TO THIS QUESTION*

AND OF COURSE, WITH NEARLY A THIRD OF RESPONDENTS INDICATING THEY DO NOT ACTIVELY BLOG, THE NEXT QUESTION ASKS WHY: WHY DOESN'T YOUR AGENCY MAINTAIN AN ACTIVE BLOG?

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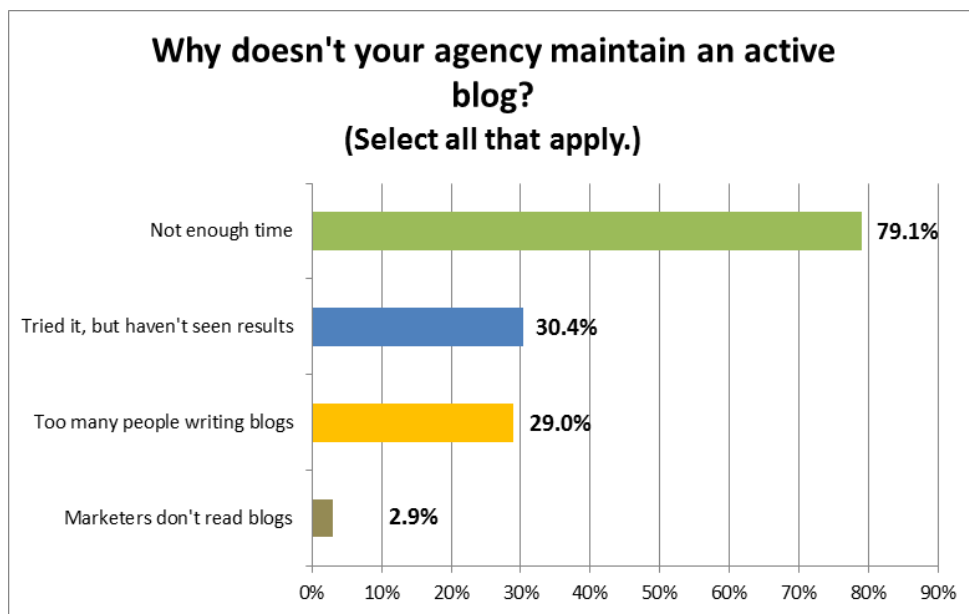
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## JAY BAER ASKS

### QUESTION 5

#### WHY DOESN'T YOUR AGENCY MAINTAIN AN ACTIVE BLOG?

PARTICIPANTS WERE ALLOWED TO SELECT MULTIPLE RESPONSES.



#### RSW/US Perspective

We completely understand the time pressure. However, we work with our clients to develop a strategy for their own content marketing and urge them to carve out resources for it.

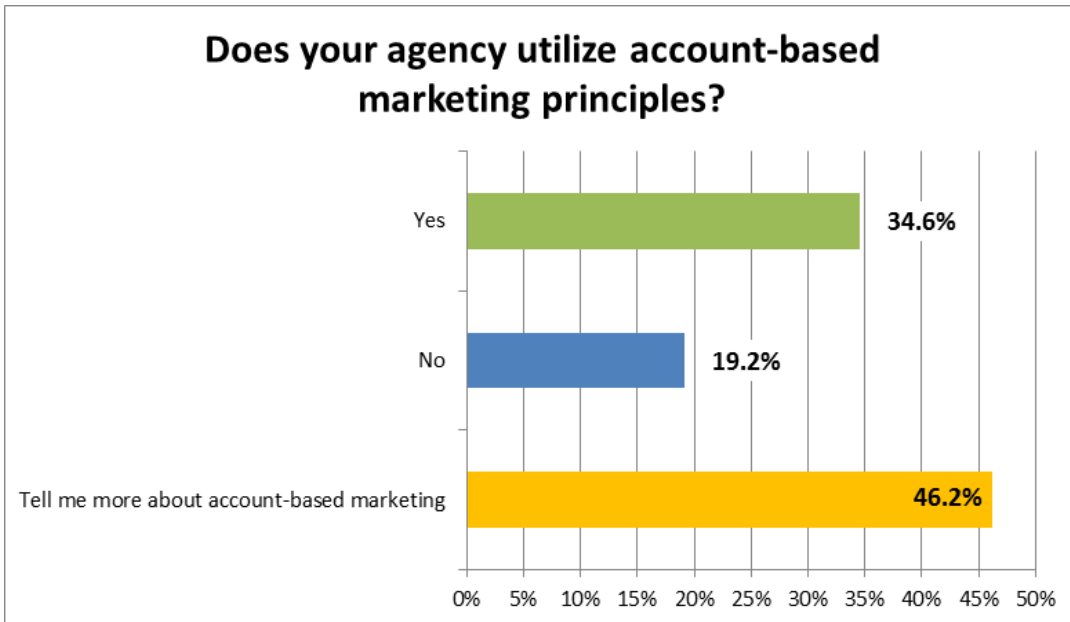
Your competition has presence and builds awareness with Marketers through their own agency new business content. And, the fact is that Marketers **DO** read it. If your firm is not prioritizing its own blog or similar Thought Leader content, it is missing out on new business opportunities. Furthermore, your clients may very well be reading blogs your competitors' posts. Don't risk losing existing business by giving your competition the Thought Leadership stage to themselves.

JAY'S FINAL QUESTION SWITCHES GEARS

JAY BAER ASKED

## QUESTION 6

### DOES YOUR AGENCY UTILIZE ACCOUNT-BASED MARKETING PRINCIPLES?



### RSW/US Perspective

Account-based marketing has existed for many years at least for numerous major corporations. It's a logical practice in the agency world as well, and quite interesting there hasn't been more dialogue on it.

With so many dimensions to account-based marketing principles, it's certainly worth discussion. Watch for upcoming posts and a podcast in the next few months.

WHEN ASKED FOR HIS ONE PIECE OF ADVICE FOR  
AGENCIES REGARDING AGENCY NEW BUSINESS,  
 JAY BAER COUNSELS

*Many agencies think of themselves as being in the service industry, where the equation revolves around client service and quality. That matters, now probably more than ever.*

*But agencies aren't really in the service business; they're in the thought business.*

*Agencies should think about how they translate all of the wisdom, knowledge and industry insight that exists inside their brain trust into content that can be digested, shared and shown off to the world. This might be a killer blog for one agency, a provocative video series for another, or even a Periscope livestreaming effort for yet another.*

*There is no one size fits all when it comes to using content for agency marketing, but there is one consistent mandate: your agency is only going to grow by expanding its content footprint. That is a 2015 and beyond imperative.*





# CHAPTER 2

**BLAIR ENNS  
ASKS...**



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## CHAPTER 2 BLAIR ENNS ASKS...

The questions in this section come from Blair Enns.

Blair is the founder of Win Without Pitching, a sales and marketing training company serving the creative professions. Win Without Pitching helps agencies transform from a pitch-based business development approach to one where they command the high ground in the buy-sell relationship and take control of how their services are bought and sold.

Prior to launching Win Without Pitching in 2002, Blair spent a dozen years in account service & business development roles for some of the world's largest advertising agencies and some its smallest design firms.

BLAIR CAN BE REACHED VIA: [WWW.WINWITHOUTPITCHING.COM](http://WWW.WINWITHOUTPITCHING.COM)

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@BLAIRENNS

## BLAIR ENNS STARTS WITH

### QUESTION 1

#### **THINKING OF THE MOST RECENT NEW BUSINESS OPPORTUNITY THAT YOU WON, TO WHAT EXTENT WERE YOU ABLE TO AFFECT THE BUYING PROCESS?**

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As background, Blair's book, *The Win Without Pitching Manifesto* was published in 2010.

Many agencies have read it. Still more have benefitted from training Blair conducts that is derived from principles of the book.

Agency new business is a complex process that requires multiple touch points with prospective clients. Its history involves free pitching and speculative creative, along with a battle against the force of commoditization.

The *Win Without Pitching Manifesto* explains how agencies can move into a position of strength in new business development, evolving from "order-taker suppliers" to "expert advisors", and in this process realizing a more satisfying way of doing business, strategically, creatively and financially.

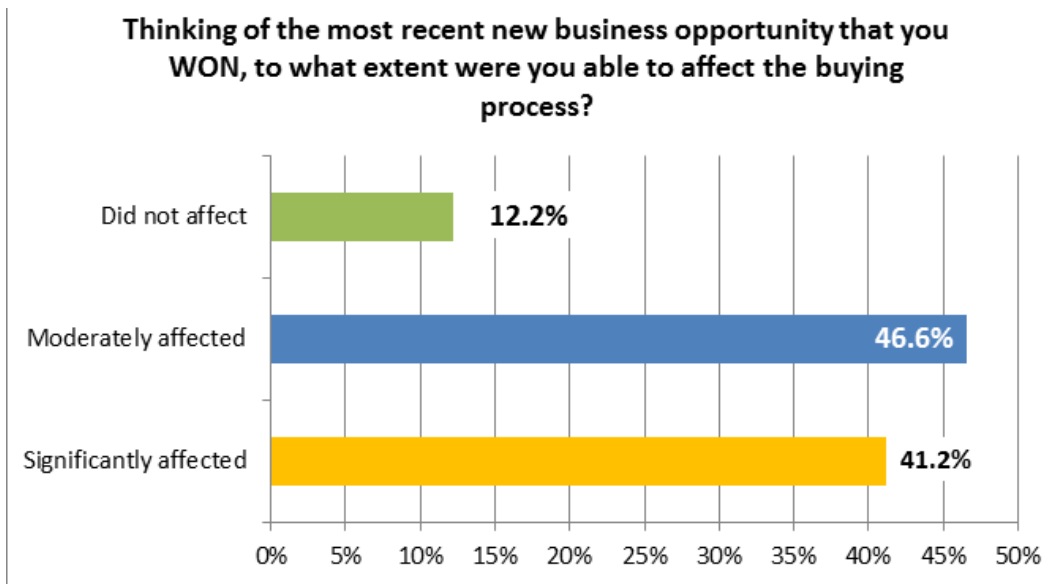
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## BLAIR ENNS ASKS...

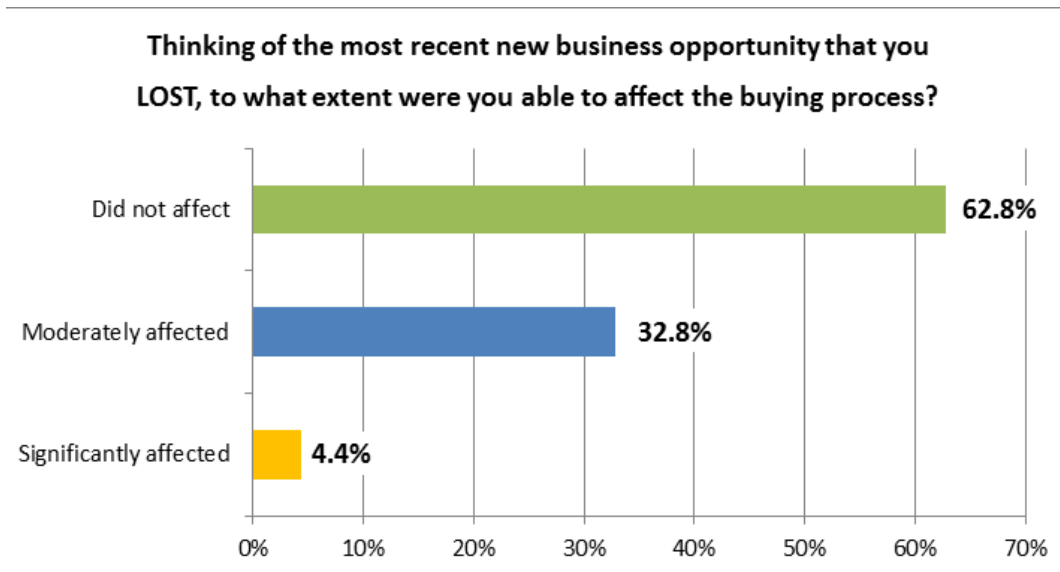
### QUESTION 1 CONTINUED...

**THINKING OF THE MOST RECENT NEW BUSINESS OPPORTUNITY THAT YOU WON, TO WHAT EXTENT WERE YOU ABLE TO AFFECT THE BUYING PROCESS?**



### QUESTION 2

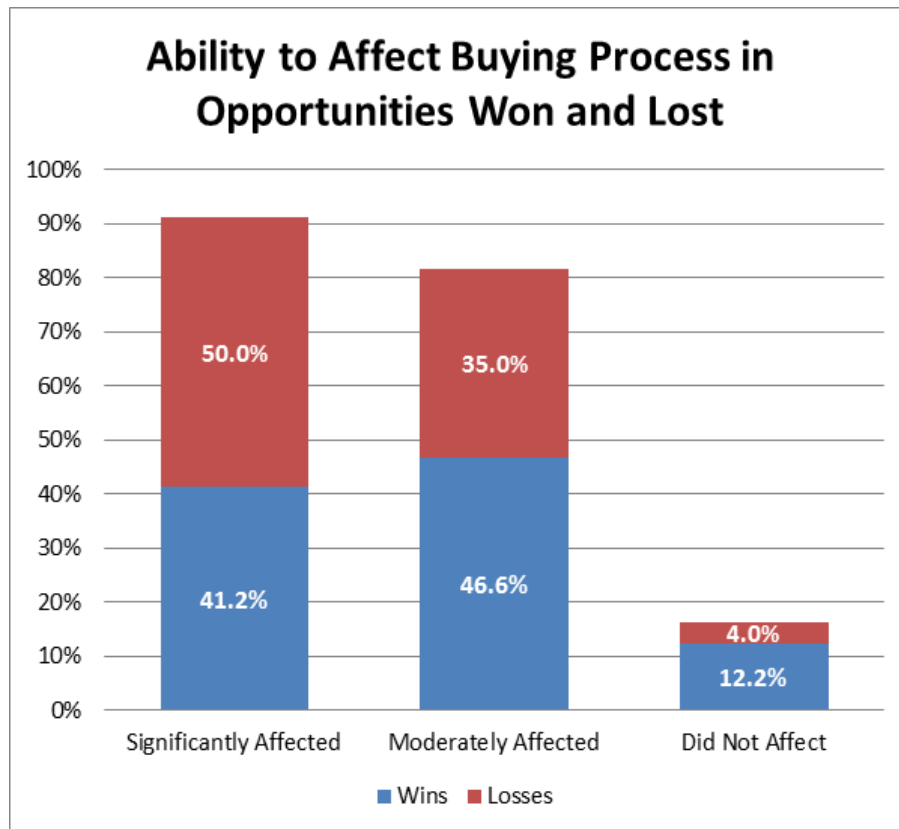
**THINKING OF THE MOST RECENT NEW BUSINESS OPPORTUNITY THAT YOU LOST, TO WHAT EXTENT WERE YOU ABLE TO AFFECT THE BUYING PROCESS?**



## RSW/US Perspective

Looking further at the responses, those expressing ability to affect the buying process actively do so with opportunities both won and lost:

- Of the 41.2% of respondents indicating they significantly affect the buying process when they've won business, half also indicate they affect the process when opportunities have been lost.
- Of the 46.6% of respondents who indicated they moderately affected the buying process on opportunities of business they won, 35% said they also affected the process moderately in opportunities they lost.
- Of the 12.2% who indicated they did not affect the buying process on opportunities they won, just 4% said they had affected the process on lost opportunities.



We will be exploring these dynamics further in upcoming interviews and research, but clearly, more opportunities are won when you are able to affect the buying process.

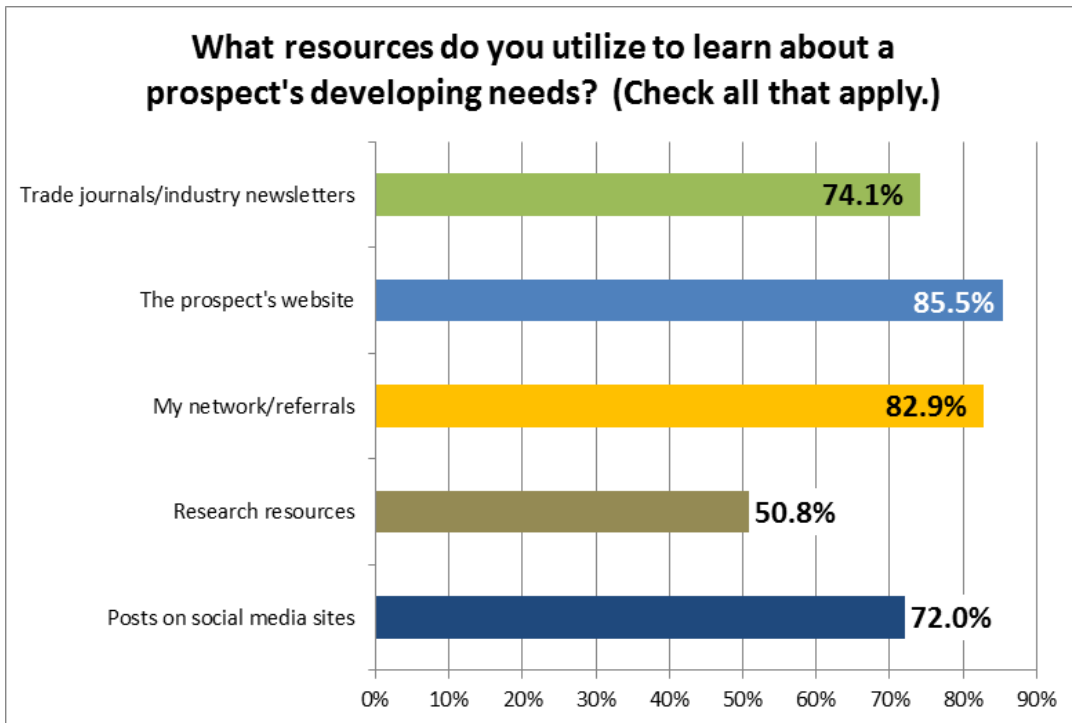
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## BLAIR ENNS ASKS...

### QUESTION 3

**WHAT RESOURCES DO YOU UTILIZE TO LEARN ABOUT A PROSPECT'S DEVELOPING NEEDS? (CHECK ALL THAT APPLY.)**



## RSW/US Perspective

Marketers say agencies talk too much about themselves during the first meeting.

While they do not want to hear, “So, tell me about your business,” they do want discussion that exhibits the agency has developed a good understanding of their business. They respect and appreciate smart questions that illustrate understanding of the challenges they face.

Taking the time to research your prospects well prior to your first meeting is time well invested in a potential new client.

For further insight on how respondents are affecting the buying process, we looked at each group according to their self-reported ability (“Significantly”, “Moderately”, “Did Not”) and their reported use of information resources to learn about a prospect’s developing needs:

- Trade journals/industry newsletters
- Prospect’s website
- Personal network/referrals
- Research resources
- Posts on social media sites

Across the groups, use of such resources was consistent with respondents in each identifying on average 3.7 sources of information they use amongst these choices.

Differences appeared in write-in responses for “other” resources, however. Respondents who report they have not affected the buying process cite no other information resources.

Notably, respondents who either significantly or moderately affect the buying process cited other information resources such as:

- Proprietary research
- Interviews/conversations with the prospects
- Competitive analysis
- Google Alerts

Respondents affecting the buying process seem to be diving deeper for information that is more specific to the prospects than what may be generally available in the public domain.

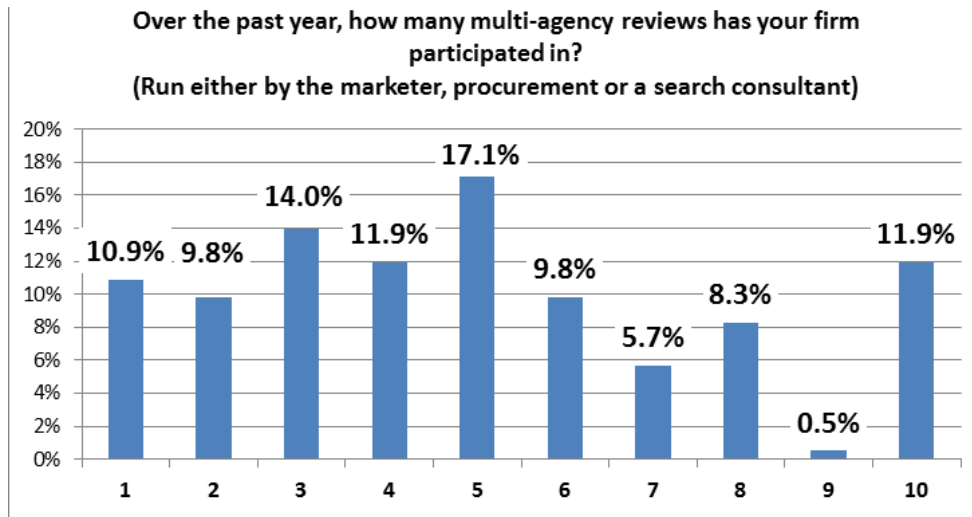
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## BLAIR ENNS ASKS...

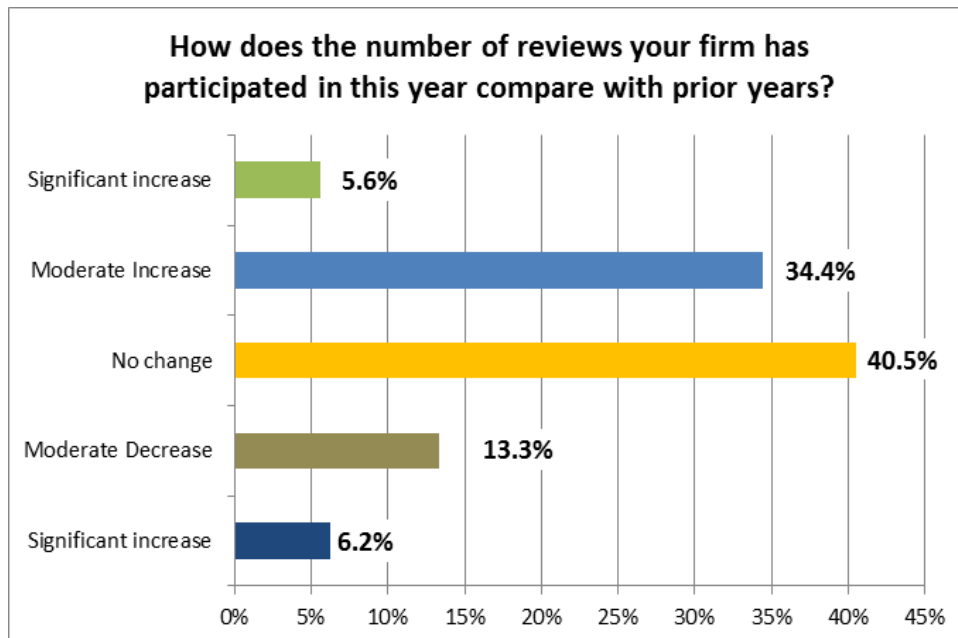
### QUESTION 4

**OVER THE PAST YEAR, HOW MANY MULTI-AGENCY REVIEWS HAS YOUR FIRM PARTICIPATED IN (RUN EITHER BY THE MARKETER, PROCUREMENT OR A SEARCH CONSULTANT)?**



### QUESTION 5

**HOW DOES THE NUMBER OF REVIEWS YOUR FIRM HAS PARTICIPATED IN THIS YEAR COMPARE WITH PRIOR YEARS?**

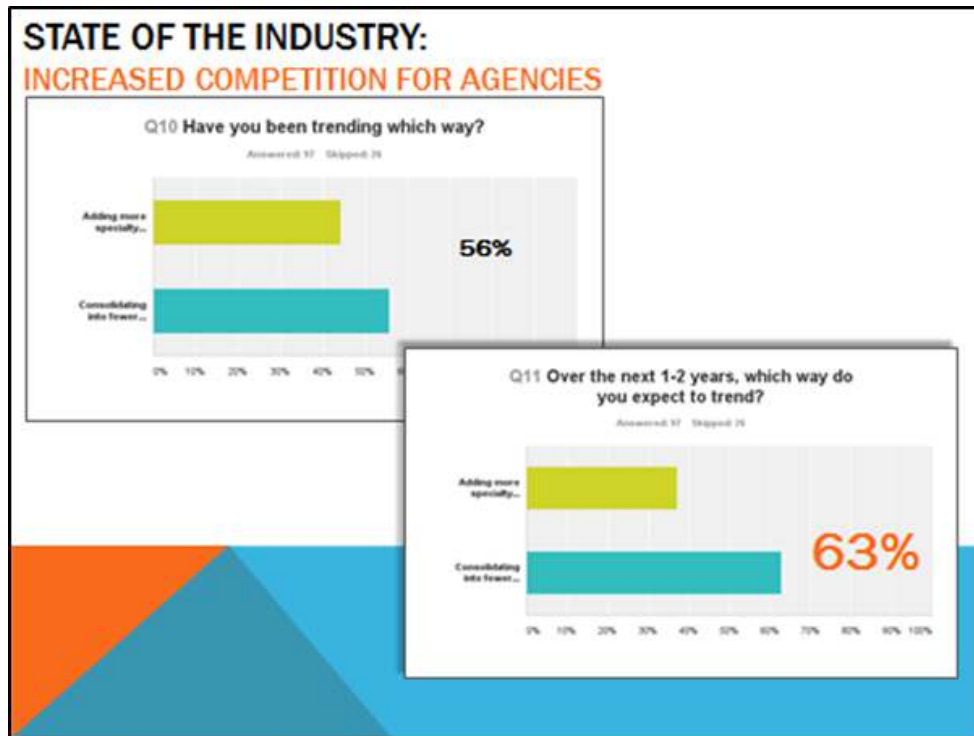




## RSW/US Perspective

The review activity shown in response to Blair's questions adds an interesting dimension to information gleaned from our most recent industry outlook survey.

In it, Marketers reported they are consolidating agency resources and expect this trend to continue:



**It will be interesting to monitor if the number of reviews agencies report changes in either direction in the upcoming 1 -2 years.**

IN RESPONSE TO OUR REQUEST FOR A PIECE  
OF AGENCY NEW BUSINESS ADVICE FOR YOU  

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BLAIR ENNS COACHES

*The one thing that almost every firm can do better to improve new business development results is to have a point of view.*

*Most firms understand the importance of content marketing and many make the effort to generate content at the appropriate pace but few firms channel their content through a distinct point of view.*

*A polarizing perspective—one that isn't shared by most of your competitors—is vital to standing out from the crowd and drawing clients to you who share your beliefs.*

***As Simon Sinek says, "The goal is not to sell to people who need what you have, it's to sell to people who believe what you believe."***

*As a rule, the more broadly positioned you are or the more crowded the space in which you operate, the more polarizing your perspective needs to be.*



# CHAPTER 3

# TIM WILLIAMS ASKS...



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## CHAPTER 3 TIM WILLIAMS ASKS...

The section that follows presents questions from Tim Williams, founder and Managing Director of Ignition Consulting Group.

Ignition Consulting Group is a leading U.S.-based consultancy that helps advertising agencies and other professional firms create, deliver, and capture more value.

Ignition's purpose is to liberate firms from the tyranny of an unfocused business model by helping them define a differentiated positioning strategy and then execute it throughout all of their business practices.

Ignition also advises agencies and other professional services providers on ways to innovate their compensation systems and generate new sources of revenue.

MORE INFORMATION ABOUT IGNITION IS AVAILABLE  
AT [WWW.IGNITIONGROUP.COM](http://WWW.IGNITIONGROUP.COM)

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@TIMWILLIAMSICG

## TIM WILLIAMS OPENS WITH

### QUESTION 1

#### HAS YOUR AGENCY DEVELOPED A CREATIVE BRIEF FOR ITS OWN BRAND?

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For perspective, Tim emphasizes the importance of agencies having a creative brief for their own brands.

*He also writes how agencies, in their work with clients, have an “incomplete solution” with just a traditional creative brief.*

In the agency/client realm, he also recommends:

- **The Context Brief**, which defines market and brand characteristics, as well as the competitive landscape, customer profiles and more.
- **The Contact Brief**, describing the best customers and the journey they will take with the brand
- **The Content Brief**, which takes a deeper dive into the customer relationship and experience with the brand from their awareness of the brand through their use of it.

With this survey, questions will stay focused on the creative brief for your brand, but as you plan your year ahead, conduct an exercise that explores these additional briefs from the perspective of your agency brand, the journey your clients take with your brand, and interaction with it over time.

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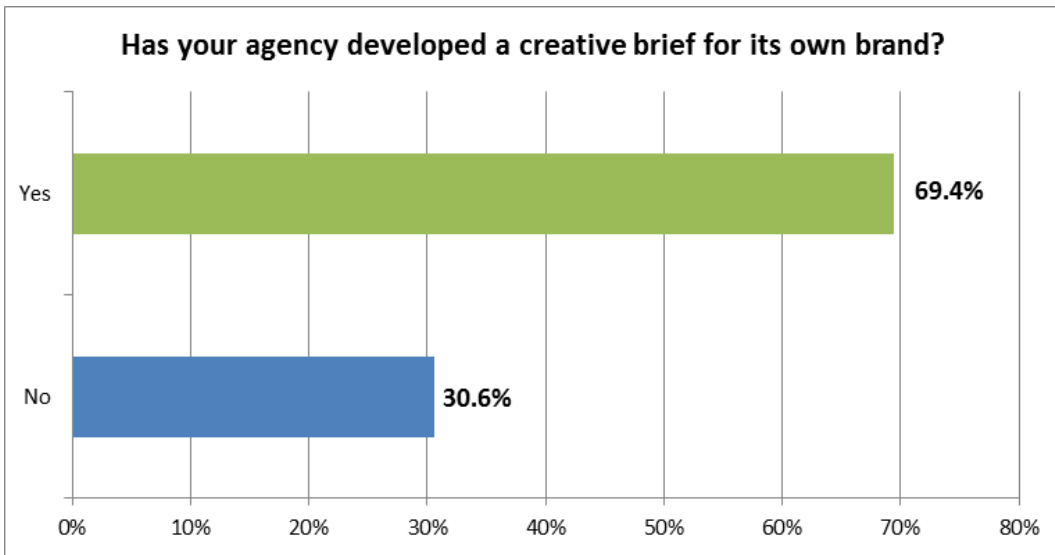
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## TIM WILLIAMS ASKS...

### QUESTION 1 CONTINUED...

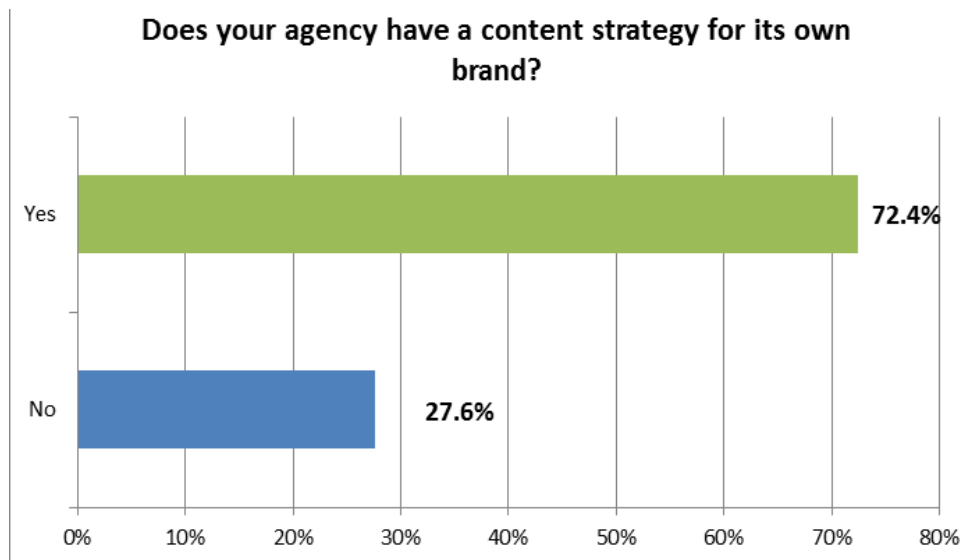
#### HAS YOUR AGENCY DEVELOPED A CREATIVE BRIEF FOR ITS OWN BRAND?

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### QUESTION 2

#### DOES YOUR AGENCY HAVE A CONTENT STRATEGY FOR ITS OWN BRAND?



## RSW/US Perspective

It gives satisfaction to see that over two-thirds of agencies responding have developed both a creative brief and a content strategy for their own brand.

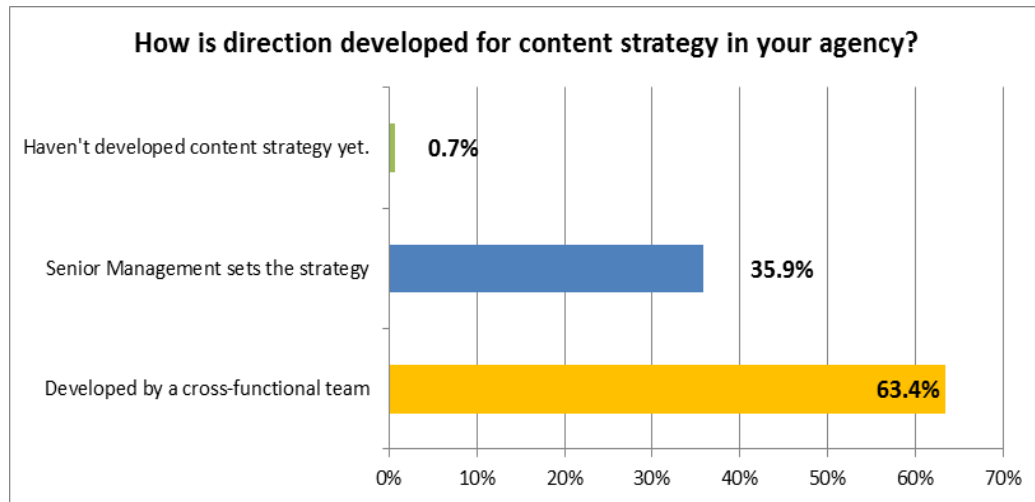
A content strategy should include something you create for your clients all the time: a “media plan”. Define how you will deliver your content and when. Stick to the schedule. As you well know with brand-building multi-media messaging with regular frequency builds brand awareness and engagement.

The principles you apply to your clients’ brands – use them to your own brand’s benefit as well.

## TIM WILLIAMS ASKS...

### QUESTION 3

#### HOW IS DIRECTION DEVELOPED FOR CONTENT STRATEGY IN YOUR AGENCY?



#### RSW/US Perspective

We like seeing team participation in this area.

When we mention a “media plan” for your content strategy, what better media than team members right under your own roof?

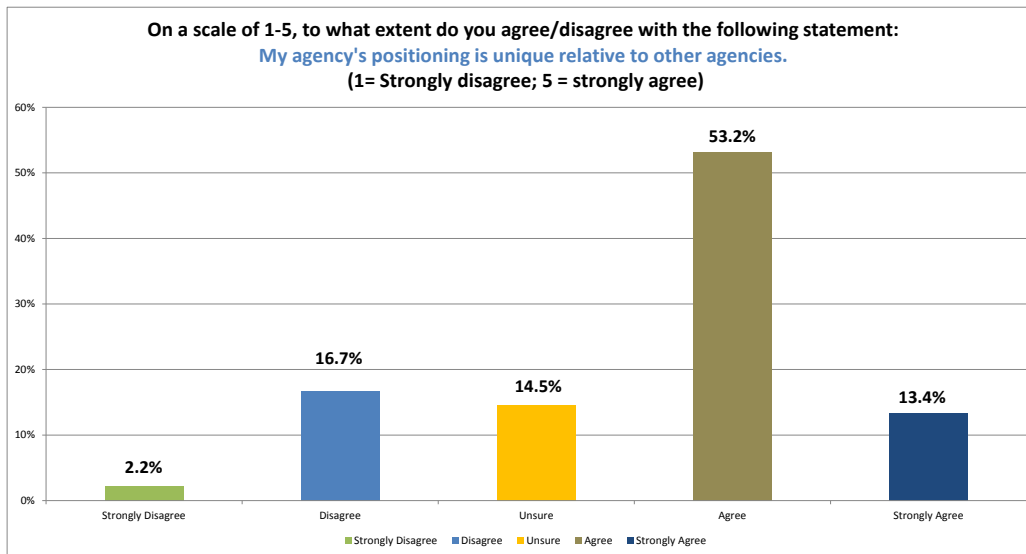
[Our blog post about Brand Ambassadors](#) encourages agencies to harness the reach and energy their employees can have in broadcasting your agency brand message. Be it at a business event, a tailgating party, standing in line for coffee or on social media, your employees can be enthusiastic and genuine ambassadors for your agency.



## TIM WILLIAMS ASKED

### QUESTION 4

**ON A SCALE OF 1-5, TO WHAT EXTENT DO YOU AGREE/DISAGREE WITH THE FOLLOWING STATEMENT: MY AGENCY'S POSITIONING IS UNIQUE RELATIVE TO OTHER AGENCIES.**



### RSW/US Perspective

It's not a surprise that many agencies feel this way. We often enter relationships with agencies that believe what they say about their firm is unique, when it's really not.

At an event with about 20 agencies, RSW/US Owner, Mark Sneider, asked them to define their "elevator speech." Their responses basically came back all the same: "strategic, great partner, extra mile, fun to work with." With marketers hearing these words from hundreds of firms trying to introduce themselves each week, agencies need to commit concentrated effort to articulating what makes them different.

Oftentimes, objective outside perspective is the best way to find your agency's point of difference.

## TIM WILLIAMS ASKS...

### QUESTION 1

#### IN ONE SENTENCE, PLEASE PROVIDE YOUR AGENCY'S ELEVATOR PITCH

Nearly two-thirds of respondents offered their elevator pitch. With two-thirds of these respondents saying they agree/strongly agree their positioning is unique, some responses to this question follow.

#### THESE INCLUDE:

##### Unique

- We market rock crushers, chemical processing equipment and sustainable building materials.
- We help mid-market international technology companies enter or gain new business in the North American market...
- We are a full-service digital marketing agency specializing in crowdfunding marketing for startups.
- We are a leading experiential marketing company, executing sampling and product demonstration tours.
- We specialize in the building products, automotive and healthcare industries. We know how to sell-in to dealers and distributors, as well as how to sell-out to professionals and consumers.

##### Not So Unique

- We help manufacturers drive growth and change by creating and aligning employee and customer brand experiences that strengthen customer engagement.
- We work with “companies for good” – those who put their customers’ needs first.
- ...we exchange egos for listening... helping clients live the brand as much as communicate the brand...
- We help brands create abundance for the greater good through the power of storytelling.
- We help clients with big creative appetites punch way above their weight and deliver positive results.

*ADDENDUM II PROVIDES ALL RESPONSES TO THIS QUESTION.*

## OUR REQUEST FOR A PIECE OF AGENCY NEW BUSINESS ADVICE TIM WILLIAMS STRESSES THIS

*If you want to succeed in new business in today's post-AOR environment, it's essential to focus on your positioning, not proximity.*

*Because they lack a clear business strategy, most agencies are dependent on their immediate geographical market. But sophisticated clients (the ones you want on your roster) are in search of expertise, not proximity. They're more than willing to hire a firm 1,000 miles away if it offers experience and knowledge that's relevant to the client's business.*

*By definition, if you're just one of a few agencies in America that provides a valuable, in-demand service or specialized category knowledge, you'll get your clients from all over the country, not just your own zip code.*

# CHAPTER 4

# MICHAEL GASS ASKS...

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## CHAPTER 4 MICHAEL GASS ASKS...

### Questions in this section come from Michael Gass.

Michael is the founder of Fuel Lines Business Development, LLC, a firm which provides business development training and consulting services to advertising, digital, media and PR agencies.

His blog, *Fuel Lines: Fueling Ad Agency New Business*, has been rated among the top 100 marketing blogs in the world, according to Ad Age's Power 150.

Michael has trained over 200 agency CEOs and their senior management teams in all 50 states here in the U.S. and agencies in over 21 foreign countries.

MICHAEL CAN BE REACHED VIA HIS SITE: [WWW.FUELINGNEWBUSINESS.COM](http://WWW.FUELINGNEWBUSINESS.COM)

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@MICHAELGASS

## MICHAEL GASS BEGINS HIS QUESTIONS WITH

### QUESTION 1

#### HOW MANY QUALIFIED LEADS DOES YOUR AGENCY ATTRACT ONLINE PER MONTH?

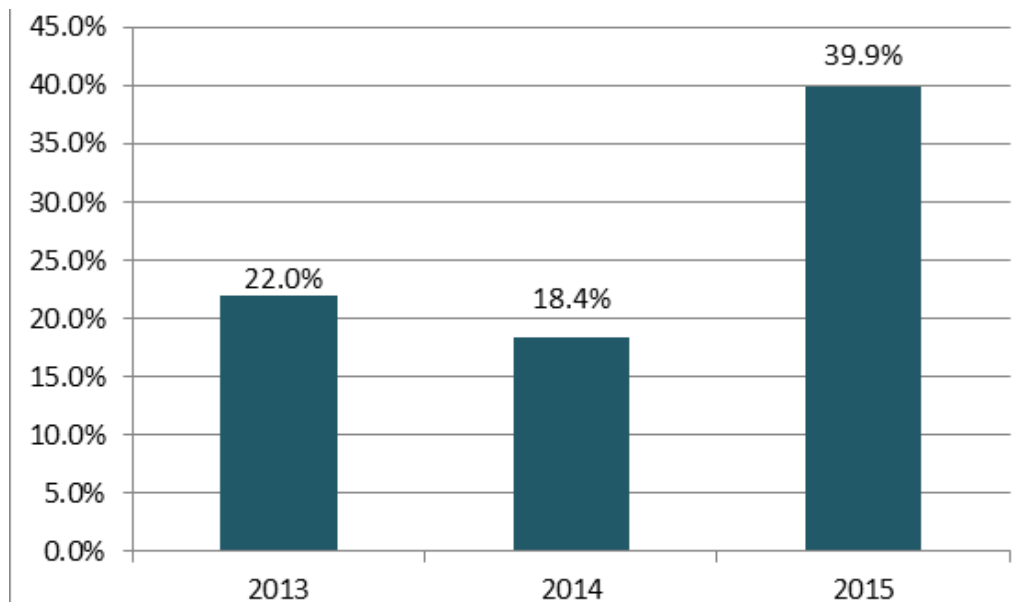
Just a few of the top benefits Michael Gass listed in his post, [10 Benefits of Inbound Marketing for Ad Agency New Business](#) derive from the discipline effective Inbound requires in establishing a clear point of differentiation.

#### SOME INCLUDE:

- Standing out distinctively from competition
- Enhances focus and targeting of potential new clients
- Fosters more control of the agency/client relationship

As the Mirren-RSW/US 2015 Tools and Technology report showcased, agency use of Inbound Marketing has increased notably over the past few years.

#### % Agencies Using Marketing Automation for New Business Development



As Michael writes in his post, "It may come as a bit of a surprise, but prospects aren't anxiously awaiting your sales pitch..."

Nor are they proactively seeking out the content you create for Inbound. Inbound does create a dynamic that can have more prospects reaching you to you, but you still need to complement it with other tactics. And – you need to activate it.

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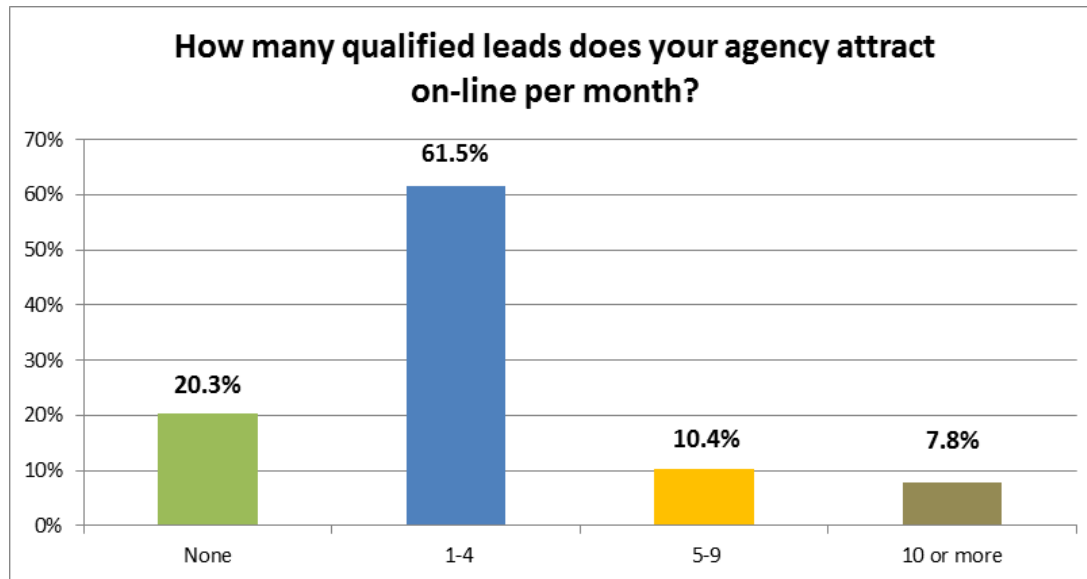
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## MICHAEL GASS ASKS...

### QUESTION 1 CONTINUED...

#### HOW MANY QUALIFIED LEADS DOES YOUR AGENCY ATTRACT ONLINE PER MONTH?

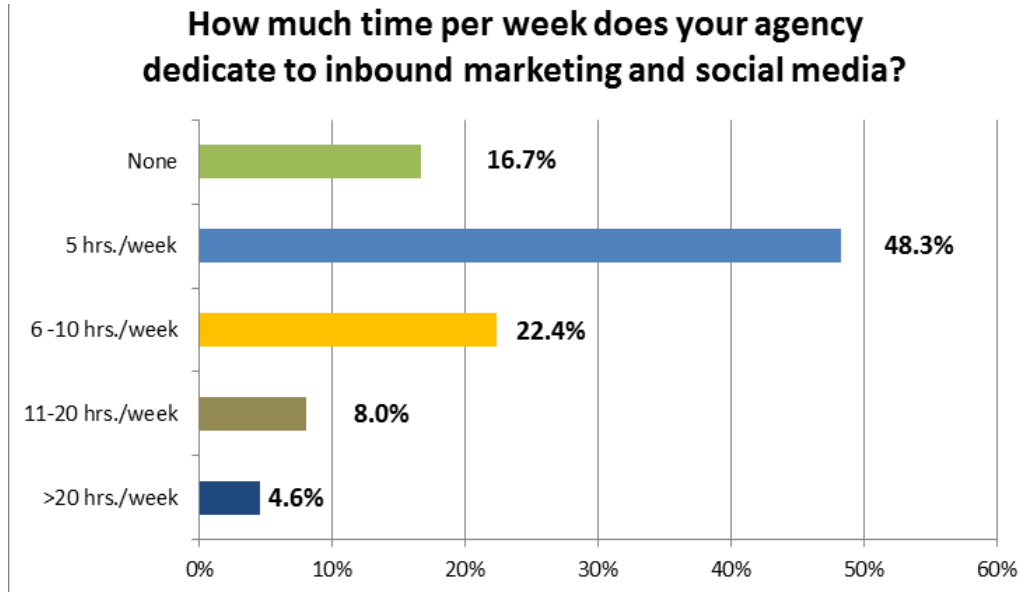
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## MICHAEL GASS ASKS

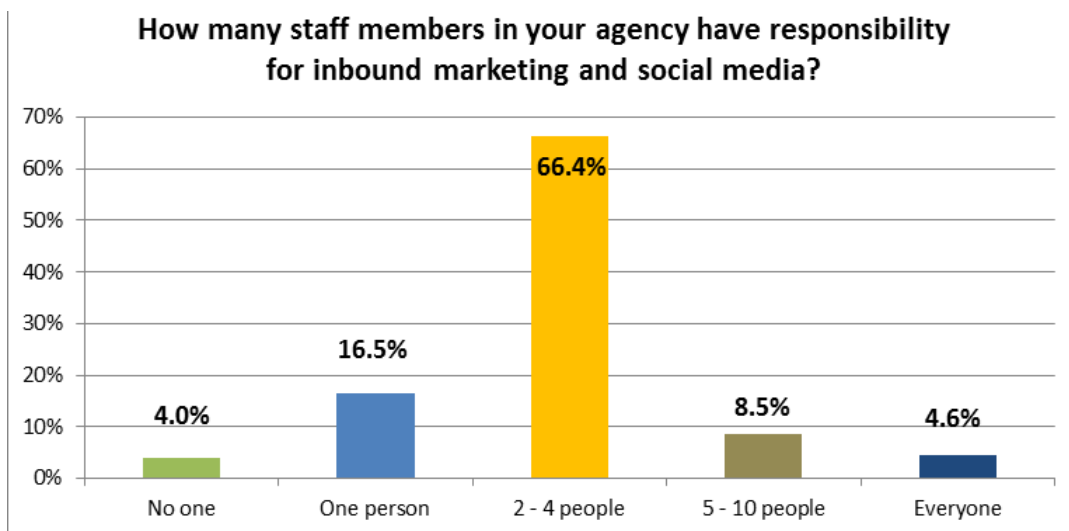
### QUESTION 2

**HOW MUCH TIME PER WEEK DOES YOUR AGENCY DEDICATE TO INBOUND MARKETING AND SOCIAL MEDIA?**



### QUESTION 3

**HOW MANY STAFF MEMBERS IN YOUR AGENCY HAVE RESPONSIBILITY FOR INBOUND MARKETING AND SOCIAL MEDIA?**

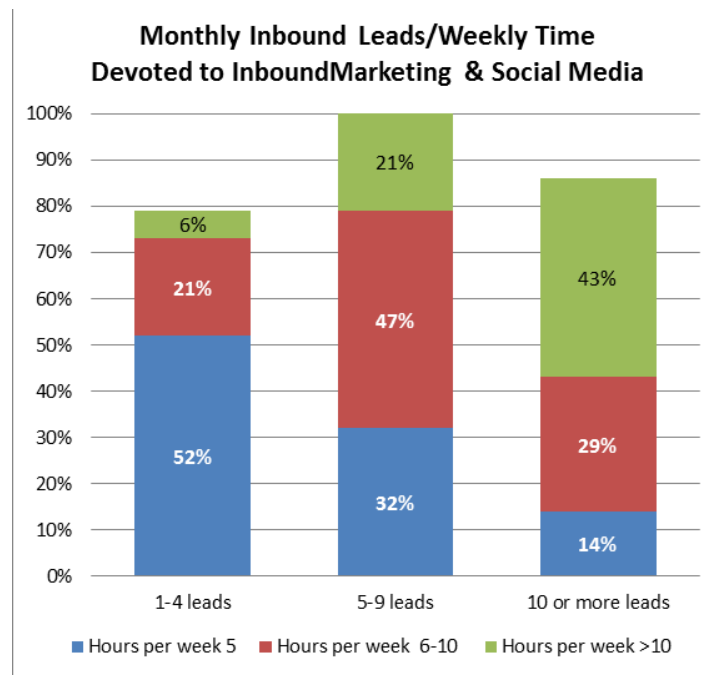




## RSW/US Perspective

It's great to see almost 80% of respondents reporting qualified leads attracted through on-line efforts. Hopefully, your firm is acquiring new business through on-line content as well.

When it comes to attracting on-line leads, the most influential factor seems to be time. When we looked at each group of respondents by the number of leads they were attracting, most cited having 1- 4 staff members with responsibility for inbound marketing and social media. However, the time devoted each week was significantly different across the groups:



To optimize new business success, build a strategy of inbound and outbound components. As highlighted in our recent eBook, [10 Agency New Business Questions](#), each of the five participating agency principals stressed the importance of this dual-powered process. Each described briefly the approach their firm takes to establishing thought leadership and in broadcasting it through multiple media – digitally and “traditionally.”

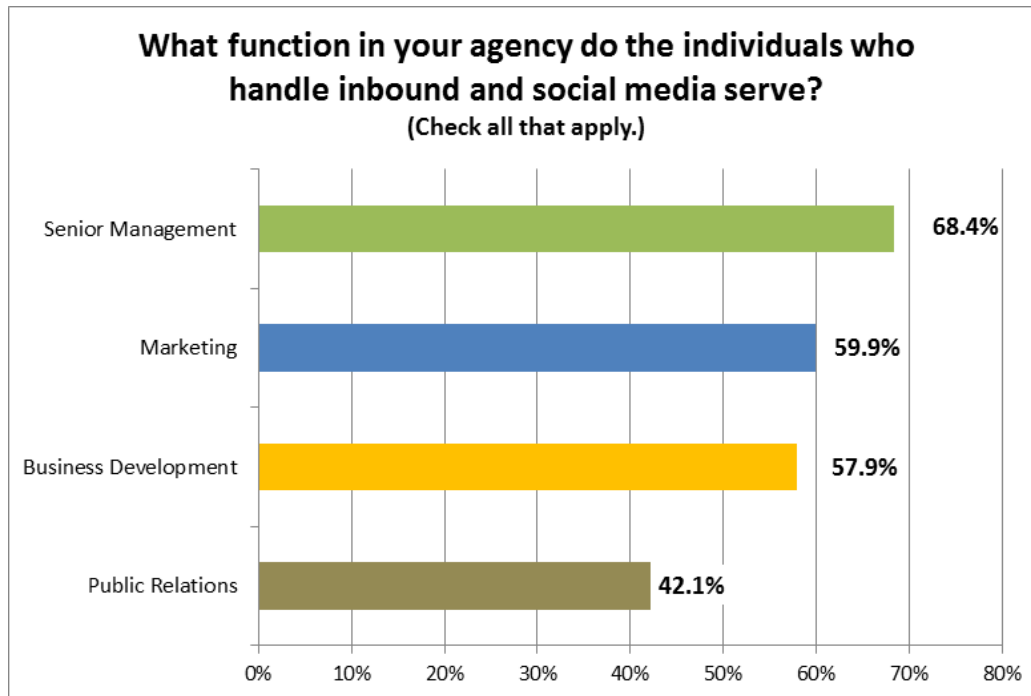
Note: If it seems odd that only 4% of respondents indicate no one in their agency has no responsibility for inbound marketing and social media while nearly 17% of respondents indicate their firm spends no time in the areas, this is because the drop off in respondents from Question 2 to Question 3 correlates directly: those who answered Question 2 as dedicating no time to inbound marketing and social media did not answer Question 3.

All in all, of the firms that are devoting time to inbound marketing and social media each week, 4% have not identified specific staff resources for the activity.

## MICHAEL GASS ASKS

### QUESTION 4

**WHAT FUNCTION IN YOUR AGENCY DO THE INDIVIDUALS WHO HANDLE INBOUND MARKETING AND SOCIAL MEDIA SERVE? (CHECK ALL THAT APPLY.)**



### RSW/US Perspective

Inbound marketing and social media require the investment of time and people at the very least.

If you don't already do so, meet regularly with those on your team responsible for inbound marketing and social media. To get the most out of your resources, use these meetings to review and further your content strategy. This ensures everyone active in the process is on message at any point in time. It will also help the team manage time tactically for greatest return on your efforts.

If you are spending more than 10 hours per week on inbound marketing and social media, and seeing less than four leads per month, evaluate your communication strategy, beginning with positioning and on through consistency of messaging, as well as the media you are using.

## CONTRIBUTING A PIECE OF AGENCY NEW BUSINESS ADVICE --- --- MICHAEL GASS RECOMMENDS...

*Instead of chasing business, it's now more important to be found. For over eight years I've prescribed that agencies should create a niche blog specifically for agency new business.*


*A personal blog can provide small to midsize agency owners with a perfect platform to create positioning of expertise and appeal to a very specific target audience. Allow it to live offsite, give it room to breathe and grow. It's like a fishing expedition. You fish for a specific fish with a particular bait, you fish away from the boat (the agency's website) so you don't scare off the fish.*

*Recently, a client won a significant national account through their niche blog, [www.thestorestarters.com](http://www.thestorestarters.com). This small agency has been awarded the business of helping to launch 22 new stores for Burlington Coat Factory this year. This is what a niche blog can do for your agency.*



# CHAPTER 5

# PETER CAPUTA IV ASKS...



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## CHAPTER 5 PETER CAPUTA IV ASKS...

Peter Caputa IV poses the questions that follow in this section.

Peter is the Vice President of Sales at HubSpot, overseeing HubSpot's global agency partner program.

His team works with 2500+ marketing agencies, helping them to secure longer and larger retainer work, and retain those accounts by delivering ever-improving ROI.

You can learn more about HubSpot's agency partner program here:

[www.hubspot.com/partners](http://www.hubspot.com/partners)

PETER CAN BE REACHED AT: - [HTTPS://WWW.LINKEDIN.COM/IN/PC4MEDIA](https://www.linkedin.com/in/pc4media)

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@PC4MEDIA

## PETER CAPUTA IV OPENS WITH

### QUESTION 1

#### **IF AN AGENCY IS RELYING PRIMARILY ON INBOUND FOR AGENCY NEW BUSINESS, WHAT IMPACT DO YOU THINK ADDING A PROACTIVE OUTBOUND COMPONENT WOULD HAVE ON RESULTS?**

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“Salespeople used to have all the information,” reflects Peter in his blog post, [\*The 6 Principles of Inbound Selling\*](#).

From “information asymmetry” favoring the salesperson as recently as a few years ago, it’s now information ubiquity, providing buyers open access to research, case studies, statistics and more.

The internet and 24/7 availability to the information it holds has created a new playing field for buyers and sellers, and has given rise to inbound selling.

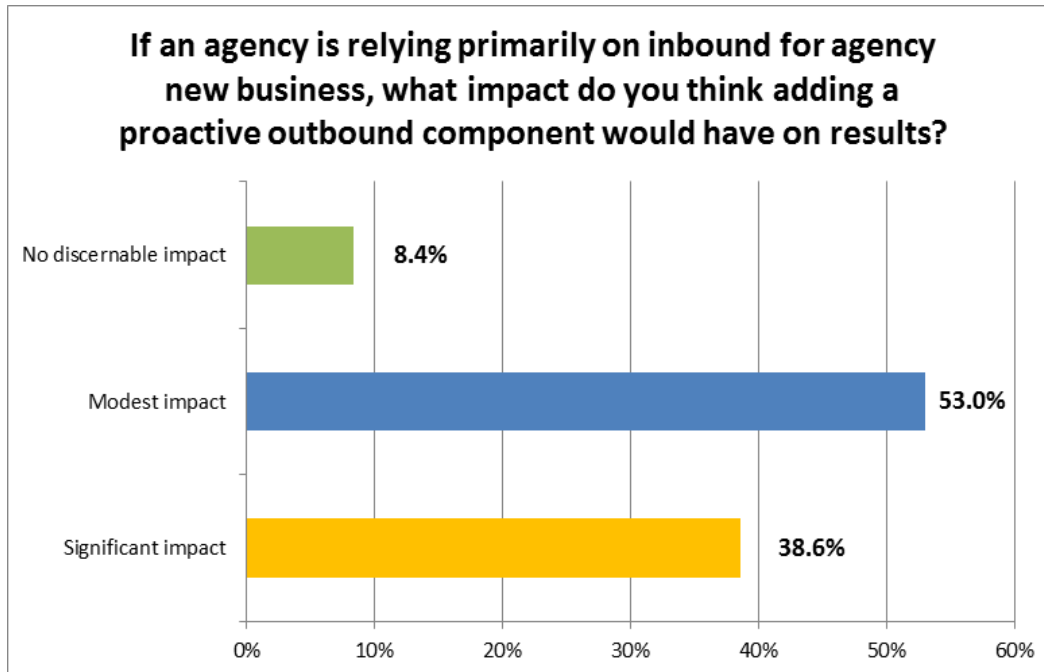
A huge benefit of Inbound is the opportunities it serves up to hone Outbound strategies and tactics, as described in Principle Three of Peter’s blog.

Yes, Outbound. And Inbound. The Yin and Yang of agency new business.

## PETER CAPUTA IV ASKS...

### QUESTION 1 CONTINUED...

**IF AN AGENCY IS RELYING PRIMARILY ON INBOUND FOR AGENCY NEW BUSINESS, WHAT IMPACT DO YOU THINK ADDING A PROACTIVE OUTBOUND COMPONENT WOULD HAVE ON RESULTS?**



### RSW/US Perspective

The most effective agency new business programs thrive on strong Inbound and Outbound strategies, and leverage tools like CRMs and Marketing Automation to support them.

Seeing so many respondents express expectations for a proactive outbound program to impact the results of inbound efforts is encouraging.

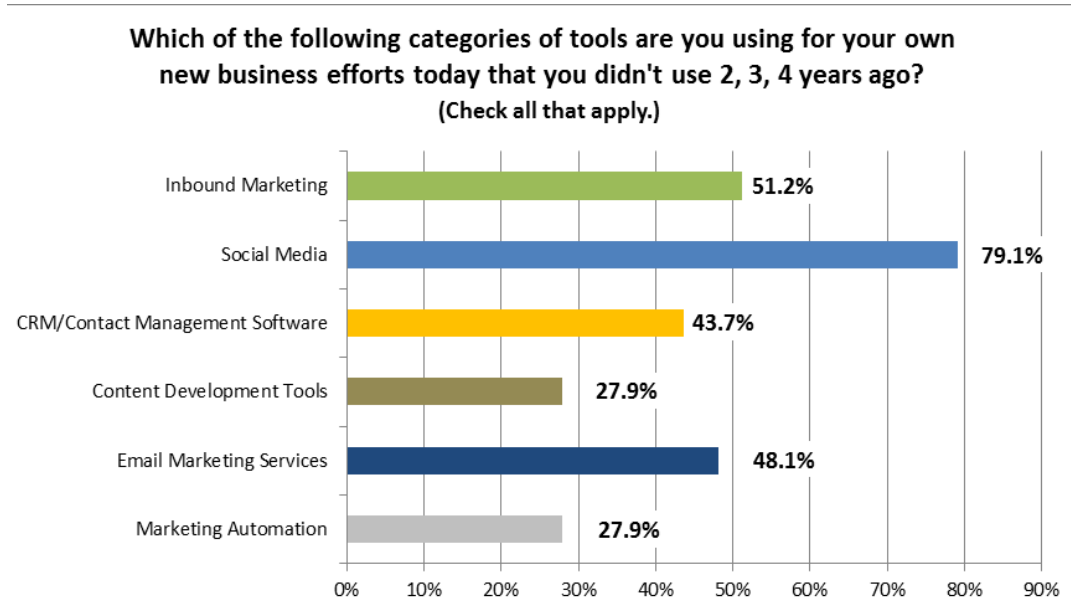
This is how we manage our clients' programs.

Seeing so many respondents express expectations for a proactive outbound program to impact the results of inbound efforts is encouraging.

## PETER CAPUTA IV ASKS

### QUESTION 2

**WHICH OF THE FOLLOWING CATEGORIES OF TOOLS ARE YOU USING FOR YOUR OWN NEW BUSINESS EFFORTS TODAY THAT YOU DIDN'T USE 2, 3, 4 YEARS AGO? (CHECK ALL THAT APPLY.)**



### RSW/US Perspective

Social media is so handy in its mobility alone that it isn't surprising it leads in usage for agency new business. Agencies have told us how much they rely on LinkedIn, for example, for their agency new business efforts. Social media is also free for the most part!

While the other tools require more investment for software and users' time, a solid strategy and plan that leverages their advantages can be worth the investment.

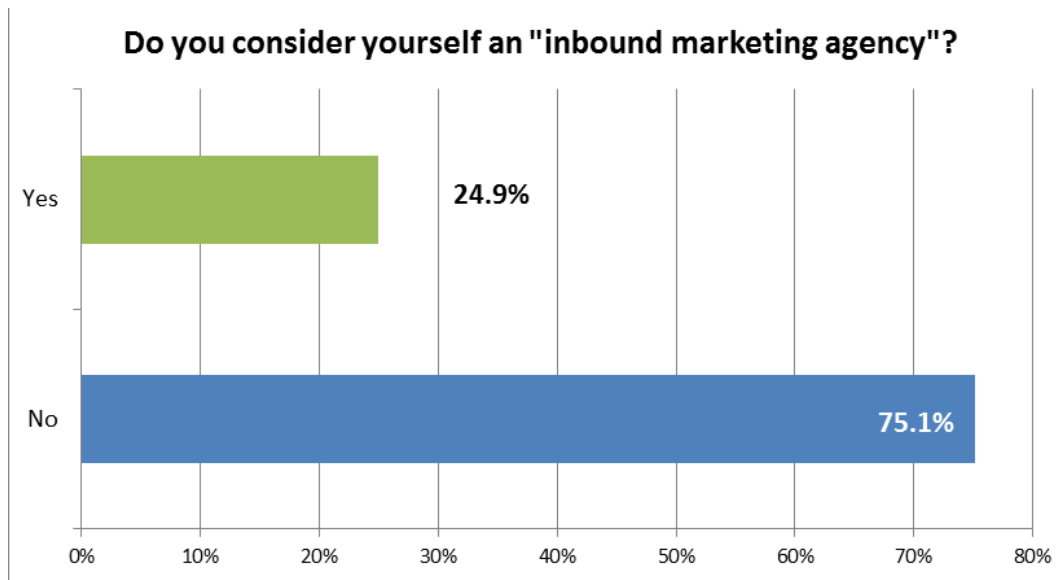
Allow yourself – as an organization – to invest the time to research tools in these categories. The future will be more competitive than ever before. To win in the hunt for agency new business, your efforts need to be effective and efficient. Make sure you have the right tools to build your business.



## PETER CAPUTA IV ASKS...

### QUESTION 3

#### DO YOU CONSIDER YOURSELF AN "INBOUND MARKETING AGENCY"?



Those who answered yes to this question were then asked:

### QUESTION 4

#### IF YOU ANSWERED "YES" TO QUESTION 3, PLEASE EXPLAIN WHAT MAKES YOUR AGENCY DIFFERENT FROM OTHER INBOUND MARKETING AGENCIES.

Responses varied from the uncertain to the general to the very specific. Some examples:

- **Uncertain:** "In all candor, I'm not sure there is a difference. (That hurts.)"
- **General:** "We use a revenue generation process that uses inbound marketing as a component."
- **Specific:** "We are the oldest crowdfunding marketing agency in the world and have raised the most funding for our clients."
- **Still, more specific:** "Specialty in the Christian market."

APPENDIX III PROVIDES ALL RESPONSES TO THIS QUESTION.

## IN PROVIDING A PIECE OF AGENCY NEW BUSINESS ADVICE PETER CAPUTA IV SHARED AN ANALOGY



*There are way too many marketing agencies in the world doing things very differently, who crazily enough look completely alike from the outside. How inefficient and unappealing would car-buying be if we had 100s of thousands of companies making automobiles that all look the same?*

*In the coming shakeout, agencies will need to embrace standardization in certain areas, but strongly differentiate themselves in others. There are certain things that will be table stakes in the years to come for agencies including: inbound-first campaign execution, expertise in deploying and leveraging the market-leading marketing and sales software, ability to predict and deliver ROI, as well as process-driven sales, account management and service delivery.*

*These are things that every agency will need to do just to be invited to the table (just like vehicle manufacturers need to have things like emissions controls these days...).*

*With this in mind, you must take steps to differentiate your firm from the sea of other agencies that look alike. For example, focus on smaller industry niches, expertise in different software platforms, and the tried and true -- ability to out-creative the creative.*



# CHAPTER 6

# MARK O'BRIEN ASKS...



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## CHAPTER 6

### MARK O'BRIEN ASKS...

The questions in this final section come from Mark O'Brien, the CEO of Newfangled.

Newfangled is a digital lead development company that works with independent agencies throughout North America to build lead development web platforms with a focus on marketing automation and CRM systems.

Mark speaks regularly at marketing events for the 4A's, TAAN, Mirren, MarketingProfs, ReCourses, MAGNET, ICOM, AMIN, and Worldwide Partners, among others.

Mark is also the author of, *"A Website That Works: How Marketing Agencies Can Create Business-Generating Websites."*

**MARK CAN BE REACHED VIA HIS SITE: [WWW.NEWFANGLED.COM](http://WWW.NEWFANGLED.COM)**

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**NEWFANGLED**  
SINCE 1995

**@NEWFANGLEDMARK**

## MARK O'BRIEN BEGINS WITH

### QUESTION 1

#### **DO YOU HAVE A MARKETING AUTOMATION PLATFORM IN PLACE FOR THE PURPOSE OF MARKETING YOUR FIRM?**

Mark's first question asks *directly* about your current use of a marketing automation platform for agency new business.

This question is different than Peter Caputa's was in a similar vein. Peter asked, "Which of the following categories of tools are you using for your own new business efforts today that you didn't use 2, 3, 4 years ago?" The assortment of choices included Marketing Automation tools, and sought out change/growth in the use of such tools.

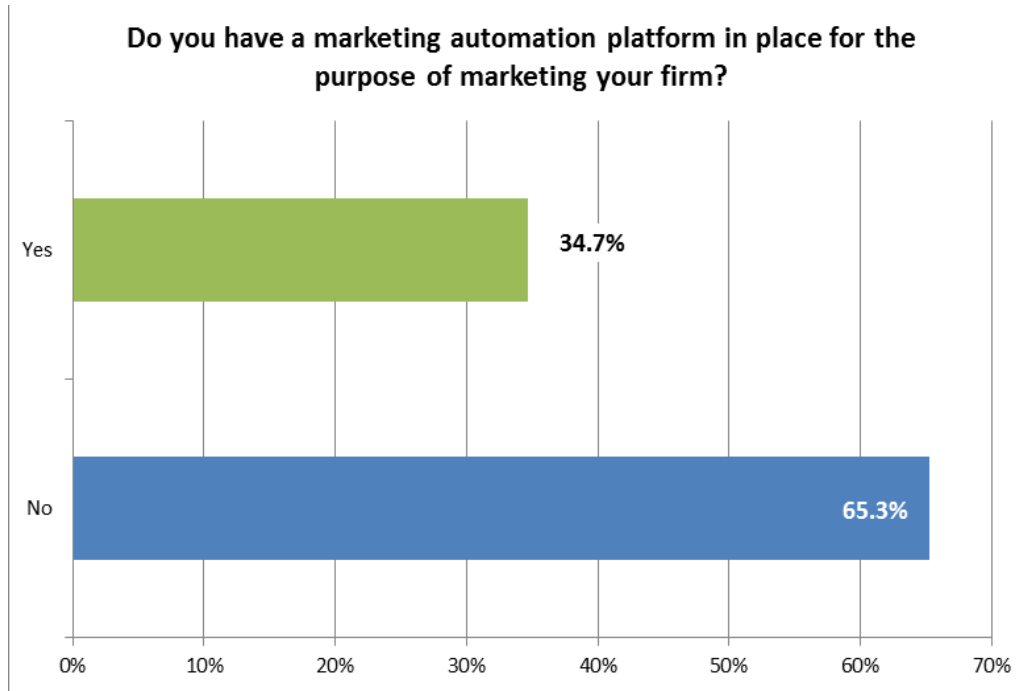
In a recent article, [\*Success Stories: How one agency radically changed their business development results\*](#), Mark exhibited how one of his clients launched a comprehensive new business strategy, with Marketing Automation being one component of it.

Embedded in this article is an interview Mark conducted with his client, and it underscores the importance of a comprehensive new business strategy that effectively integrates agency new business tools and technology.

## MARK O'BRIEN ASKS...

### QUESTION 1 CONTINUED...

#### DO YOU HAVE A MARKETING AUTOMATION PLATFORM IN PLACE FOR THE PURPOSE OF MARKETING YOUR FIRM?



#### RSW/US Perspective

Usage of Marketing Automation Platforms for agency new business is still fairly low with just over a third of respondents indicating they are utilizing the technology for this purpose.

However, agencies have been adopting this technology rapidly. When we asked agencies in 2014 about Marketing Automation Platforms, only 18% indicated they were using at the time.

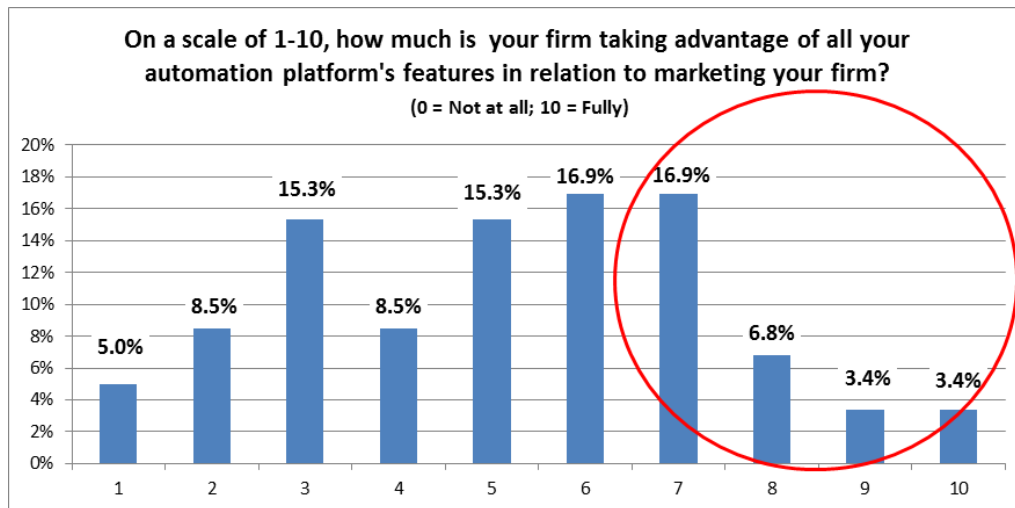
**Usage has nearly doubled in just over a year.**

Our Agency of the Future campaign stressed the importance of being a "student of technology" to stay competitive as the industry rapidly evolves. This is not to say you must acquire a Marketing Automation Platform for agency new business immediately. However, you do need to familiarize your team with the potential benefits the technology can lend to your agency new business program, and consider various ways to put the technology to work for you, either in-house or outsourced.

## MARK O'BRIEN ASKS

### QUESTION 2

**ON A SCALE OF 1-10, HOW MUCH IS YOUR FIRM TAKING ADVANTAGE OF ALL YOUR AUTOMATION PLATFORMS' FEATURES IN RELATION TO MARKETING YOUR FIRM, WITH "1" BEING "NOT AT ALL" AND "10" BEING "FULLY"?**



### RSW/US Perspective

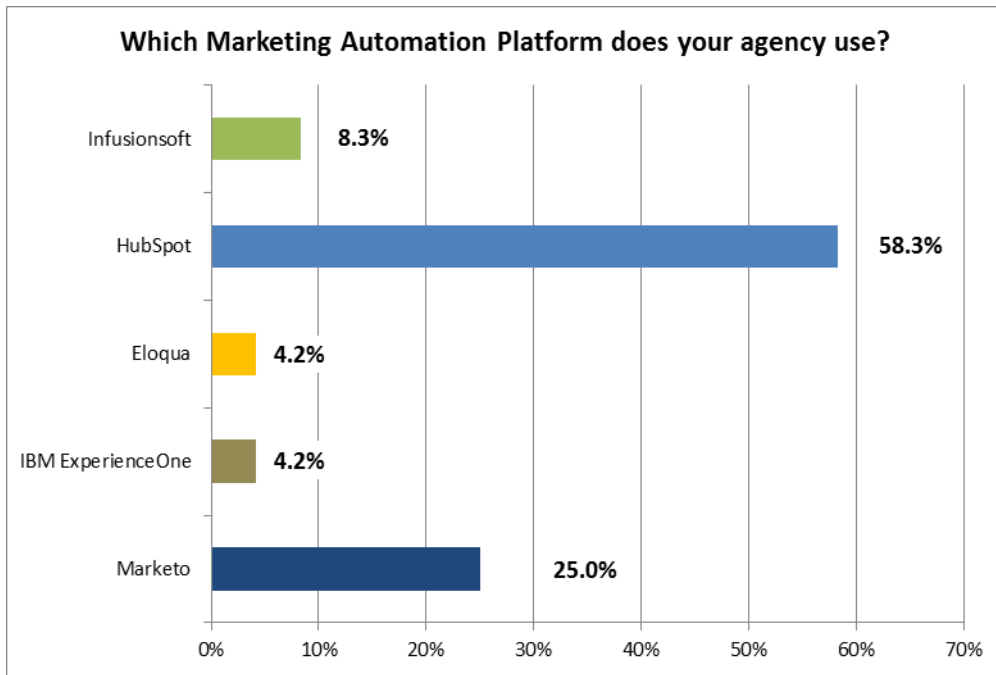
Even amongst the third of respondents using a Marketing Automation Platform for agency new business, only 31% give themselves above-average marks in using the technology's features to full advantage.

Making the most of the tools available to you for agency new business follows the strategic emphasis your firm places on growth. Give your agency the benefit of the resources needed for growth, including the time to learn how to use them most effectively.

## MARK O'BRIEN ASKS...

### QUESTION 3

#### WHICH MARKETING AUTOMATION PLATFORM DOES YOUR AGENCY USE?



SharpSpring was not included in the survey choices, but received enough write-in mentions to put it second in place behind HubSpot.

With SharpSpring included in the response set, the rankings would be as follows:

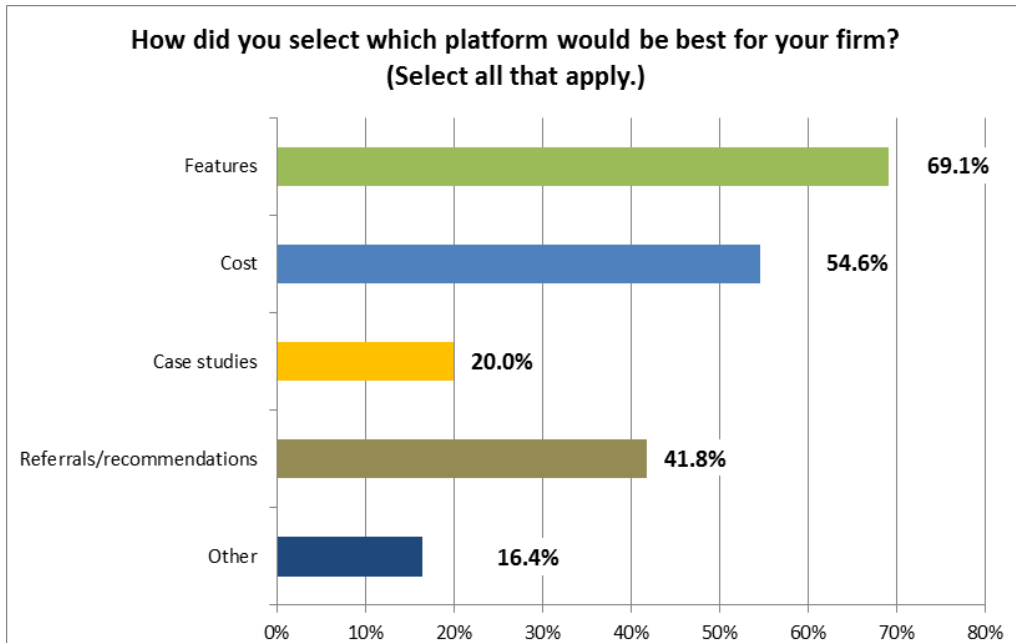
HubSpot	42%
SharpSpring	27%
Marketo	18%
Infusionsoft	6%
Eloqua	3%
IBM ExperienceOne	3%



## MARK O'BRIEN ASKS

### QUESTION 4

**HOW DID YOU SELECT WHICH PLATFORM WOULD BE BEST FOR YOUR FIRM?  
(SELECT ALL THAT APPLY.)**



### RSW/US Perspective

Without spoiling the advice Mark has provided, we'd offer this to firms who are still considering acquiring a Marketing Automation Platform...

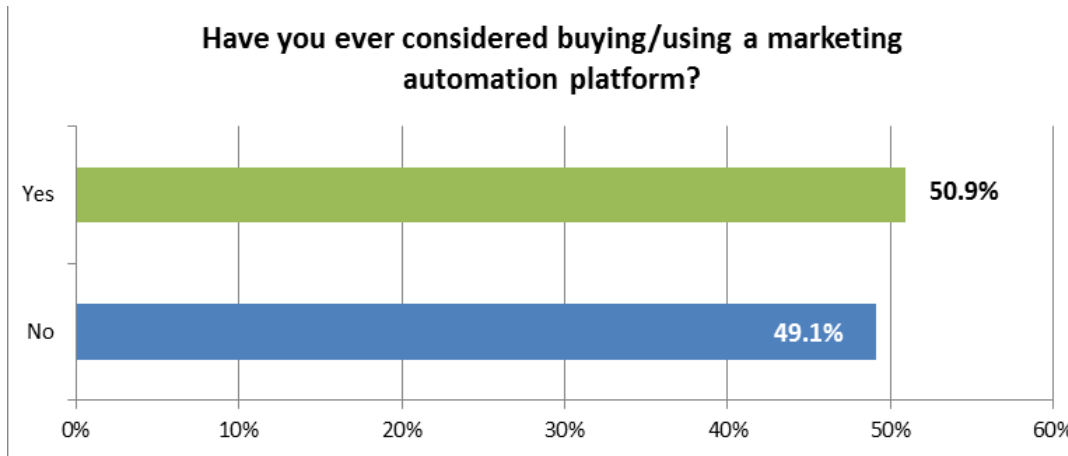
No question that features and costs are critical factors to weigh in your decision. However, give your firm the benefit of due diligence as you review options. Look to others for their recommendations. Ask suppliers for case studies and be bold: reach out to companies featured in the case studies. Learn firsthand how they are feeling about the platform they are using and what benefits they are experiencing.

OF THE TWO-THIRDS OF RESPONDENTS INDICATING THEY ARE NOT USING A MARKETING AUTOMATION PLATFORM...

**MARK O'BRIEN ASKS...**

## QUESTION 5

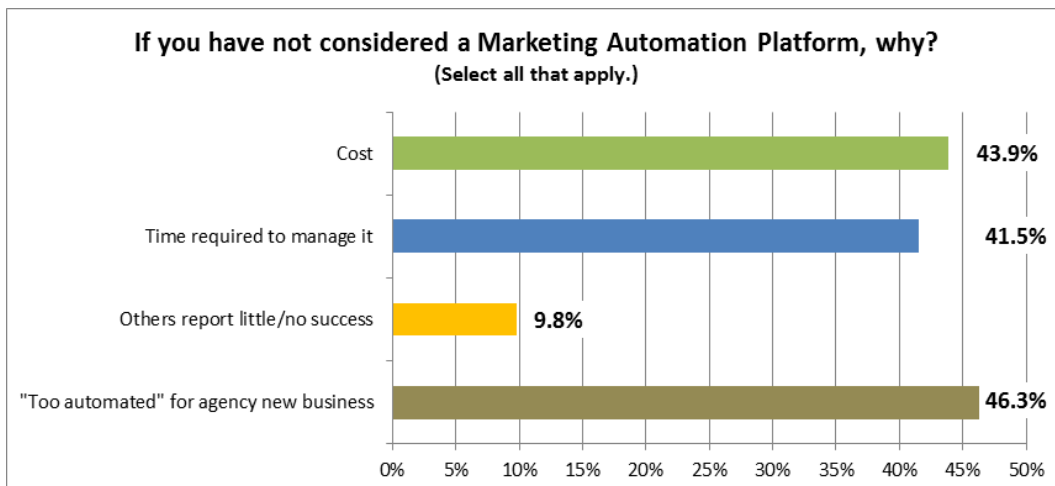
**HAVE YOU EVER CONSIDERED BUYING/USING A MARKETING AUTOMATION PLATFORM?**



WITH A SPLIT ABOUT AS EVEN AS WE'VE EVER SEEN, MARK O'BRIEN ASKS...

## QUESTION 6

**IF YOU HAVE NOT CONSIDERED USING A MARKETING AUTOMATION PLATFORM, WHY? (SELECT ALL THAT APPLY.)**



## RSW/US Perspective

Some write-in responses to the question, “If you have not considered a marketing Automation Platform, why?” revolve around the size of the firm and the resources required to implement and manage this technology. One response exhibits an option available to small firms: “Our outsourced business development firm provides this service.”

This can be an option for firms of any size, yet again, thoroughly research the firm, as well as the Marketing Automation Platform, before you invest.

But even before you do THAT, bear in mind that Marketing Automation may just not be for everyone. Agency new business is still a very personal process that demands recognition of what the prospect and their company is doing specifically, where their pain points are, and what needs they have. Marketing Automation may have a role in your process, but it cannot reach that very individual level where most business relationships will take root.

Our intent is not to pitch or promote any given service or technology. In fact, several write-in responses addressed just this issue, commenting that marketing automation might be too structured/rigid for agency new business. A communication process that is too automated and generic risks turning off prospects.

Still, more generally, examine your reasons for your reaction to any given technology.

Our concern is the increasing pressure and competition within the industry. If responses such as “we’re too small...” or “it won’t work for our business” ring familiar – as within your organization – press your team hard to define what your agency should look like in the next 3 – 5 years.

Not all tools are right for every organization, but the evolution of this industry is underway. And the pace is arguably revolutionary. Examine responses and

## WRAPPING UP THOUGHT LEADERS' "ONE PIECE OF ADVICE" FOR AGENCY NEW BUSINESS --- --- MARK O'BRIEN URGES...

*Dig deep. We've never had more technology at our disposal to market ourselves. We can affordably pull off marketing campaigns that would be unimaginably sophisticated even for Fortune 500 firms as recently as a decade ago. Despite this, marketing your firm is more difficult than ever. Why?*

*We're told by some purveyors of technology that their tools are simple-- watch a few videos and you'll be off to the races. But this isn't at all the case. The only thing that's off to the races is your cash, running to their wallets. Modern digital marketing is incredibly powerful, but it's also quite complex. I'm not warning against using these tools, I'm warning against the blind belief that they will do something for you on their own.*

*I'm willing to bet that the number of people getting results, real results from their marketing automation system are, percentage-wise, about the same as the number of people getting real results out of their gym membership.*

*We've seen it firsthand, many times--amazing results are possible, and we are truly in a golden age of marketing. But, to get real results it's going to take a sincere commitment to expertise, the right content strategy, the right contact strategy, and the right possession and use of both a strong supporting website and automation system.*

***Great things are possible, but hang up when the salesperson on the other line tells you this is going to be easy.***

IN CLOSING...

## WHAT'S NEXT FOR THE THOUGHT LEADER SURVEY?

Our Thought Leader panelists have the report to review.

In the weeks ahead, we will share guest posts with perspective on responses.

Also expect Webinar/Podcasts exploring these areas in greater depth.

**To those who participated, thank you so much.  
We invite dialogue/input from all.**

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# RSW/US

Agency-Client Relationship Experts

RSW/US is a full service, outsourced agency lead generation and new business development firm that helps marketing service companies (exclusively) find and win new business.

We help Agencies find qualified leads, set meetings, better position them in the market, and help move them closer to close.

More information about RSW/US can be accessed at [www.rswus.com](http://www.rswus.com) or by contacting Lee McKnight Jr. (Director of Business Development) at 513.559.3111 or [lee@rswus.com](mailto:lee@rswus.com).

# ADDENDUM I: JAY BAER ASKS

## Why do you think people read your blog?

- enjoyable and relevant topics
- The content is a mixture of business and personal anecdotes. Feedback is that subscribers find it engaging, informative and entertaining. What more could you ask for?
- Interest in the specific subject matter
- a combination...insightful thought leadership and to keep up with what's going on at our agency
- I know they do through analytics
- Regular agency updates, both professional and personal
- To learn
- Inside information, personality
- Odd interesting facts agency related, yet general topics as well
- Interested in the subject matter.
- To learn more about our company and branding capabilities/learn about branding
- Content that helps them in their respective jobs
- Relevant topic
- we work hard to help them do better, more effective marketing
- to decide if they want to work here or hire us as their agency
- Because they're checking out the agency - whether to work here or hire us
- Short articles on hot new marketing stuff
- I doubt that they do.
- Our blog is more to show activity. As it matures I hope people read it because they find it helpful.
- Its actually helpful.
- sometimes
- To learn more
- "qualifying" us as an agency

## Why do you think people read your blog?

### OPEN-ENDED RESPONSE

- Because they find a subject of interest to them.
- Some
- Content marketing
- Content marketing trends and best practices
- thought leading ideas to help them in their businesses
- Looking for ideas to help their business
- good thoughtful content
- relevant content they are looking for
- the ideas we present are a combination of focus (industry specific) and random (company / individual oriented) topics
- They search for specific “how to” sections (those rank highest) and then insight on specific marketing tactics that we write about.
- Because it’s relevant, informative and somewhat entertaining. I know our comp. set reads it.
- It’s original and useful.
- For their own research. I don’t think a lot of our prospects read our blog. I think it is more people looking to share data.
- Because they’re looking for thought leadership in the insurance and financial services categories.
- Maybe
- Relevant content delivered to mailbox scheduled with a tolerable frequency (weekly).
- To keep tabs on what we are doing and how our clients and work are shaping the future of smart connected design.
- I don’t know that they do. My subjects are varied - something for everyone
- To learn about our agency.
- Content
- not entirely sure, but suspect it is because it is interesting.

# ADDENDUM I: JAY BAER ASKS

## Why do you think people read your blog?

- thought leadership
- For perspective on their business challenges.
- latest and greatest trending content
- Clients read it when we include it in our regular email newsletter to stay atop our opinions on the marketing topics that we discuss and to be exposed to new marketing strategies and tools. Prospects read our blogs to better understand how we think.
- Information/learning
- Our blog offers a refreshing blend of content, from timely, thought leading ideas to pragmatic suggestions for improving marketing performance and execution. And, we mix in a bit of agency fun along the way too.
- interesting subject matter
- For POV on the various industry and business change impacting communications leaders
- For insight and information.
- once they are exposed to our agency, likely to “check the box” that we’re active in the industry and media. Perhaps to see our POV on things as well...
- original thoughts
- new information
- Perspective and information on topics ranging from best practices in social media to programmatic buying and POVs on trends.
- We provide valuable advice for leveraging marketing technology. We have over 75k subscribers and 80k visitors per month.
- Information and inspiration
- yes
- To get to know us
- Stay up with trends and learn.
- Yes.



## Why do you think people read your blog?

- I don't think they do
- Some, but regular readers is probably pretty low.
- To find out about latest trends in marketing.
- Yes, but I'm sure we'd like the readership to grow.
- I dont think they do
- To get our agencies POV on industry topics
- they find blog topics of interest via organic search
- Helpful info
- Insight
- Relevant, current content. Insights into technology.
- It's industry specific and educational. The information is actionable and provides embraceable ideas.
- For a fresh perspective and helpful tips
- News and information
- It's current.
- relevant information
- Our blog contains informations our clients have told us they wanted to hear on about and our blog is directed at clients and qualified prospects.
- Insight, perspective, ammunition, know us
- I actually don't think they read it at all
- Looking for insights to help them be better marketers and communicators.
- Great content on detailed issues around social media marketing.
- they are interested in the topics we cover
- Want to be kept in the loop on the latest trends in our industry
- Gain Knowledge. Evaluate Skill Level of Firm.
- because they want to learn something new
- Wish I could say they are client-side marketers trying to find an answer to their problems, but I think it's mostly friends of the agency, vendors, job hunters.

# ADDENDUM I: JAY BAER ASKS

## Why do you think people read your blog?

- Industry insights and our perspective.
- To understand our point of view and see if we are a worthwhile partnership.
- Traffic is often directed to our blog via a specific search term, so that particular topic is what drives their interest. We try to use these actions to guide our contact. We also find competitors like to read our blog. Since we are seen as the innovators in our channel, others often try to mirror their approach to ours.
- I am not sure people do read our blog - but if they are it is to find out more about our work. Currently our blog is more about showcasing work than thought leadership
- Competitors and new business clients looking for style and thinking.
- Timely and timeless content.
- The content is relevant to their jobs and engaging to read.
- I don't think people actually read it.
- Informative, Relevant and Insightful Content specific to our Industry.
- provokes interesting thought
- most views come from provocative subjects
- First, education & second, entertainment
- To get insights into marketing and consumer behavior.
- advertising and marketing knowledge
- Great information, with how to ways retailers can improve their marketing
- We have worked hard to promote that as consultants, we will have a POV (and believe that is why clients hire us) - the blog is one manifestation of that willingness to have POV
- Quality writing on provocative "let's get real" analysis of timely issues.
- Solid info...focused
- they don't
- Relevant Content

## Why do you think people read your blog?

- interesting, fun take on what's going on in marketing today
- Content.
- Industry information
- keep up on digital trends
- To finish reading an article we have sent via email or posted to social media
- It will help them solve specific agency problems.
- they don't
- It's a window into the agency – our culture, how we approach our work, what we believe in, and the work we do for our clients. The blog is a more engaging, more human way to become current with our firm (and we don't write nearly enough).
- 10x content.
- It provides a perspective of today's issues from the views of bi-cultural Hispanics.
- Real-world marketing insights not just fluff
- Helpful info
- Thought leadership on content that is helpful to their journey in the funnel.
- Honest and transparent view into our agency's culture and services
- Current marketing trends, knowledge and thought leadership
- It's informative
- Very few do, however I'd like to think they engage due to relevant content and the frequency with which we add new ideas.
- For the insight we provide in helping them solve issues that are relevant to them.
- We deliver real market information and get the questions answered.
- Topics are relevant and interesting
- When we push it out we get limited readership.

# ADDENDUM I: JAY BAER ASKS

## Why do you think people read your blog?

- Because they have nothing better to do
- because we create relevant content with information they can readily use to impact their business and make them aware of it through mediums they are receptive
- It has pretty specific topics and is a mix of predictive and tactical information. Content is well cited and pretty quick to digest.
- Its worth their time investment.
- To get a flavor of who we are as an agency, our ability to think and to best understand what kind of thinking we would bring to them if they engaged us in their business.
- Hopefully because the headline draws them in
- Relevant content targeted to vertical markets.
- To help solve problems with revenue generation marketing
- not much
- our b2b marketing experience.
- To get tips
- For information on topics relevant to them.
- Content is relevant to marketers focusing on female heads of household.
- I think they read it (albeit in small numbers) because our employees forward it to their networks.
- Clients/prospects looking for thought leadership in the CPG vertical and digital channels; competitive agencies checking out what other agencies are writing about; and job seekers who are trying to get a sense of our workplace culture and team.
- to learn
- not sure they do. use it for search engine indexing. Hopefully some useful content
- Yes!
- Shared on social media channels
- Some of the content is relevant.
- We received comments back on it.

## ADDENDUM II: TIM WILLIAMS ASKS

### In one sentence, please provide your agency's elevator pitch.

#### OPEN-ENDED RESPONSE

- Our agency works with best in class brands across a wide range of marketing disciplines including PR, Social Media, Design and Events.
- We add value to our clients' brands by building valuable relationships with our clients' customers.
- We make brands irresistible and we can prove it!
- Underscore is a strategic media planning and buying agency that serves health and wellness brands who need accountability and assured brand safety.
- we connect brands to people who value travel and the outdoors
- Helping brands communicate their unique purpose and utilize cause to drive sales.
- We create meaningful brand experiences that build brand value for considered purchase brands.
- The power of WHY? THE Why Process defines your company, its key attributes and personality traits in order to determine a clear and concise core value which ultimately guides every marketing decision
- We market rock crushers, chemical processing equipment and sustainable building materials.
- We use the power of WHY to build top brands
- we concentrate on real marketing strategy....all the P's not just promotion.
- We get in deep into your business and marketing delivery methods in order to affect change and produce results.
- Global, innovative, "right sized," world-class work at midwestern friendly prices
- We strike a nerve.
- Madison Design creates, evolves and protects brands
- We sit at the confluence of technology, creativity and speed
- We transform marketing into an engine for growth and create happiness by being integral to our Clients' success.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We help clients ensure their business and brand strategies align to unlock profitable new opportunities for growth
- Brand development and KPI focused marketing implementation.
- NORTH is an independent advertising agency that earns fans for good brands with creativity and truth.
- Advertising is fleeting, the relationships that we build between our clients and their customers endure.
- We are a branding and marketing agency that works hard to listen to our clients and develop branding and marketing materials that fully represent their company's accomplishments and objectives.
- Buy media more efficiently. Good PR & Creative
- 5 core competencies - media relations, crisis, Latino, digital, social marketing (and we've been around 27 years)
- This is highly proprietary. It's so good, we don't want other agencies to use it. Sorry Tim.
- We give companies the marketing expertise that increases sales.
- We're the strategists behind Alaska's best brands.
- We help companies facing controversial issues tell their story, gain allies, secure support and overcome the negative messages being thrown at them.
- MESH Interactive helps mid-market International technology companies enter or gain new business in the North American market through strategic interactive content marketing initiatives.
- We solve critical business issues such as corporate growth, product launches and brand creation through our seasoned pros and a comprehensive suite of advertising, Interactive and marketing tools
- Womenkind helps brands create meaningful connections with the world's most powerful consumer - women.
- Obility provides paid search, paid social, and SEO to business-to-business companies, optimizing campaign performance to lead quality and revenue won.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- Roop & Co. is a strategic, integrated communication agency delivering results-driven traditional and digital campaigns. Capabilities range from public relations, marketing and branding to website design, social media and SEO.
- We buy local television through a managed daypart in order to give clients higher reach and frequency for every marketing dollar spent.
- Sasquatch Eats. Sasquatch Drinks. Sasquatch Plays.
- We bring clarity to your brand, specializing in helping organizations connect with the Christian audience.
- We provide temporary promotional signage to retail chain stores
- We build memorable brands that demand attention, inspire response and voice a story worth sharing.
- We are a branding agency with a specialty in renaming.
- Since 1984: helping Furniture Retailers achieve results without all the hassles of contracts, commissions, and hidden fees.
- We strike the nerve between people that want to be heard and people that need to hear.
- Full-service advertising agency helping clients with big creative appetites to punch way above their weight and deliver positive results.
- We help small businesses (or medical practices, or urgent care practices, based on who we are talking to) grow by creating their online presence, growing their online visibility, and nurturing their prospects.
- Phear Creative specializes in connecting spirits, wine and beer brands with their consumers through content, social and music.
- We are an independent creative agency that combines brand thinking, data and technology to drive short-term results and long-term growth for progressive mid-market companies.
- Meers works with brands that protect the personal financial security of everyday people, brands in insurance and financial services, to be exact.
- We established and continue to lead the interactive print marketing industry.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We believe that when it comes to ideas, chemistry is everything.
- What floor?
- Our agency is staffed with experts in all aspects of branding with an emphasis on creating brand champions by developing a sustainable company culture and effective internal communications.
- full service digital marketing agency specializing in crowdfunding marketing for startups
- We help B2B leaders drive growth & change by aligning superior employee and customer brand experiences that strengthen customer engagement.
- We are an agency focused only on Food and beverage, We have marketers from the client side (Food and Beverage) coupled with a nible group of creative/strategic thinkers.
- We help brand create abundance for the greater good through the power of storytelling and story-teaching.
- We're not good because we've been around a long time; we've been around a long time because we're good.
- Integrated B2B marketing agency that brings both art and science together to strengthen brands and drive demand.
- We help clients embrace the change needed to achieve real business results
- Full service ad agency / marketing firm that specialized in obtaining marketing results for our clients.
- We are steeped in healthcare expertise and marketing experience, and our clients continue to want to work with us because of not only what we can can do for them, but how we do it.
- We get shit done.
- We assist marketing and technology companies build authority in their industry, an industry we serve through our own publication.
- Global lean network where creativity meets efficiency.



## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We help technology companies generate revenue and accelerate growth, using marketing strategies and tactics designed to either get more prospects into the funnel, or move them through the funnel faster, or both.
- Unique selling propositions driven by truly differentiated product and/or services. Without that, you've got nothing of value.
- We help underdog restaurant, beverage, and travel & destination brands rise above the blah blah by creating hyper-targeted, buzz-worthy content and campaigns that people want to see, seek out, and sometimes participate in.
- We help growing companies get up to speed and develop and orchestrate their marketing to meet their business goals.
- We increase customer acquisition and bottom line revenue through strategic integrated marketing for companies that need to chart a new course, unstick their sales or turn negative perceptions into positive perceptions.
- We are a dedicated direct-response marketing agency (with substantial client-side experience) employing both digital and traditional media to leverage your existing marketing to help you generate revenue and give you an Action Brand™.
- We are a leading experiential marketing company, executing sampling and product demonstration tours.
- Triple threat of Digital, Social and Analytics
- We fuse data, storytelling and technology to build bridges between your brand and customers.
- Whatever it takes to move a client's brand forward...we do that!
- We are problems solvers who diagnose and prescribe solutions to strategic communication challenges faced by businesses and organizations.
- We help our client effectively reach, engage, and activate the Christian market.
- Missing link between sales and marketing.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We are a marketing communications firm that specializes in driving purchase decisions in the building products, automotive and healthcare categories. The benefit to many of our clients is that we know how to sell-in to dealers, distributors as well as how to sell-out to professionals and consumers
- We partner with progressive financial institutions during periods of growth and transition to help them navigate the new realities of a more competitive marketplace.
- For growing businesses motivated to increase sales, generate leads and grow awareness, Hummingbird Creative Group is the only full-service branding agency in North Carolina that moves marketing initiatives forward to profoundly and positively impacts all areas of a client's business including sales, marketing, operations, finance and human resources because we truly understand business; we exchange egos for listening, connecting and driving engagement; and we are dedicated to helping clients live the brand as much as communicate the brand.
- Creative driven, ground-up approach, practiced.
- We are a data-driven marketing communications agency with specialized expertise in agriculture
- That depends on the context in which it is being asked.
- Marketing and design consultancy to higher ed helping them achieve success in enrollment, advancement and positioning articulation.
- Zubi unleashes the power of the Hispanic market through sustained, results-driven innovation.
- Bynums Marketing and Communications, Inc. is marketing, advertising, graphic design and pr. firm that reaches the multi-ethnic market with sensitivity and success.
- We provide strategic social media marketing services to leading consumer brands.
- We don't just build your brand, we build your business

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- The agency's focus has evolved to emphasize clients with missions to improve the human condition and effect positive social change.
- We're on a mission to make things interesting,
- We help your business increase profit, decrease costs and/or increase efficiency through the more thoughtful and strategic use of technology.
- We create messaging that motivates patients to participate in clinical trials.
- Contributing to the greater good with courageous creative and remarkable results.
- We believe every organization has a deeper purpose and it's our job to help our clients discover and promote their Why.
- We deliver big ideas and results with small-shop service.
- Anvil is a Measurable marketing agency that moves it's clients' business forward via creative problem solving.
- We deliver a complete marketing solution at the fraction of the cost it would cost you to do it yourself internally.
- At Schaefer, we preach goal-driven marketing, which simply means that we always begin with the what rather than the how.
- We are full-service, data-driven agency with a wider range of services in-house than is typical outside of a large agency network.
- Cadient's represents the new model for life sciences agencies, delivering on innovation, integration, and implementation as a Cognizant company.
- Kw2 works with "companies for good" - those who put their customers' needs first.
- High-Science Healthcare Marketing to Specialty Physicians
- Direct Response marketing firm talented at lead/demand generation and the retention of current customers.
- This pitch is only given to prospects. Sorry.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We are the largest and most experienced home furnishings marketing agency in N.A. with over 20 years of experience working with over 5,000 retailers & hundreds of Mfg brands
- We are a consulting firm focused on helping clients with the business of Rethinking: navigating change, taking responsibility for managing through the complex business problems that fast change creates for key relationships and reputations.
- Arketi Group is a public relations and digital marketing firm that helps business-to-business technology organizations accelerate growth through intelligent strategy, public relations, messaging, branding and demand generation.
- Branding for placemaking
- Digital partner
- Veritas Marketing is a full-service, international business-to-business marketing agency. We provide results-driven, award-winning marketing and advertising solutions.
- As a highly experienced and hyper-focused team of short-form media planning and buying experts, our agency was founded to bring needed change to the direct response industry by transforming the way short-form direct response media is planned, negotiated, executed and optimized.
- Filling the void for project work between full AOR and contract / FTE staff - a creative design "swat" team for quick turn, high quality, on-target work when there's no room for error
- Multicultural agency focused on cultural branding.
- BCF develops Remarkable brands, campaigns and business performance for clients in the Travel industries – destinations, hospitality and travel-related experiences.
- The region's dedicated digital agency with expert level, certified talent.
- We're a Content/Digital/Performance agency that creates emotional connections between people and brands.
- We provide sustained results driven innovation, proven for 40 years.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- The agency grows audience for clients by converting the best Earned Media from PR into content assets that can be leveraged for social and paid promotion campaigns distinctly targeted to their most-likely customers.
- Our experience is based on running our own ecommerce and digital marketing for over 13 years: everything we do for you, we've done for ourselves and have found success; quantifiable data and hypotheses are how we make collaborative decisions
- We develop marketingpr campaigns that resonate with female consumers and produce measurable results.
- We do what is necessary to communicate with your public, share your unique message, and influence (buying) behavior.
- Really useful work to keep your brand steps ahead of competitive change.
- We help manufacturers drive growth and change by creating and aligning employee and customer brand experiences that strengthen customer engagement.
- We enhance the power of attraction of companies to their target clients by reducing the gap between their Brand and the market.
- Building Good is what we do by working with companies whose values we share and by using our communications expertise to maximize potential that helps these good companies succeed.
- An Iconic Idea provides your brand with a competitive edge and it builds energy among all stakeholders.
- We specialize in helping companies achieve higher profits by automating the key business functions.
- ROI-focused, strategically led and creatively driven, we develop media agnostic messaging and deliver it to a highly targeted audience when they are most receptive to receiving it, significantly impacting our clients bottom lines.
- R2i delivers on the promise of "new" integration by uniting marketing cloud technology expertise with brand and demand to accelerate customer engagement and action.

## ADDENDUM II: TIM WILLIAMS ASKS

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- R2i delivers on the promise of "new" integration by uniting marketing cloud technology expertise with brand and demand to accelerate customer engagement and action.
- We are the Champions of the Challenger Brand.

## ADDENDUM II: TIM WILLIAMS ASKS

### **In one sentence, please provide your agency's elevator pitch.**

- We are a leading advertising agency that specializes in the art of connecting brands with people for B2B companies located in the heartland of America with CMOs looking for a more sophisticated approach to marketing and advertising.
- dgs Marketing Engineers is the leading business-to-business advertising agency for industrial manufacturers in North America. We help companies craft brand identities, sell complex products, and build lifetime customer relationships.
- Driver by vertical market customer insights we create change, ingeniously.
- Tim Williams help us with this. It's on our website.
- We teach and implement revenue generation strategies and tactics at B2B and life science firms.
- We are an integrated marketing communications agency that works exclusively with business-to-business marketers to build strong brands and help find, create and grow profitable customers.
- Multi-disciplined collaborative approach that includes the client as part of the brand village
- We create inspiring ideas for courageous CPG clients.
- Multi-channel marketing driven by your KPI's and optimized through real time analytics.
- We create cultural beacons that emotionally connect consumers to aspirational lifestyle brands that they will pay a premium for and draw others into the brand.
- Take the high ground
- We're a B2B branding and marketing communications agency that specialized in product launch.
- We specialize in unique clients such as Dominica, an island in the Caribbean.
- We specialize in creative ideas that elevate brands via package design, POS, promotions and marketing materials.
- We help clients market what's most meaningful about their product or service to their customers and end users.
- We help food companies reach new targets.

## ADDENDUM III: PETER CAPUTA IV ASKS

**Do you consider yourself an “inbound marketing agency”? If you answered “yes” to question 18, please explain what makes your agency different from other inbound marketing agencies.**

### RESPONSE - OPEN-ENDED RESPONSE

- Underscore is a strategic media planning and buying agency that serves health and wellness brands who need accountability and assured brand safety. We're different because we specialize and because of the results we deliver.
- Technical knowledge to write content.
- Over 35 years of experience.
- Compelling, HELPFUL content.
- We've actually been creating long-form, quality content that drives results.
- clients
- We begin with the positioning and create messaging, which is incorporated into inbound. We an analysis of key points of choice for each client to determine where to place our message and content.
- We specialize in medical practices, with an emphasis on a few specialties. We also work with Portland local businesses of all sorts. And we are developing a specialty of working with subscription based businesses.
- We not only use inbound strategies for our business development, we now use inbound strategies with our clients to help them build their businesses.
- we are the oldest crowdfunding marketing agency in the world and have raised the most funding for our clients.
- We are always developing unique tools/content that garner leads via social and digital on our own behalf
- We pre-dated the word “inbound”, focusing on omni-channel strategies via search, social, and content strategies. Our omni-channel focus continues to differentiate us.
- Heavy focus on marketing technology stack to both help Marketers be more efficient and effective as well as deliver more meaningful and engaging user experiences.



## ADDENDUM III: PETER CAPUTA IV ASKS

### **Do you consider yourself an “inbound marketing agency”? If you answered “yes” to question 18, please explain what makes your agency different from other inbound marketing agencies.**

- We use a proprietary blend of tools and technology to nurture potential customers along the buying cycle for our clients.
- Specialty in the Christian market
- We’ve invested heavily in new technologies that allow us to monitor digital activity in addition to traditional forms of business development. Our lead generation through our digital channels is rising. We are considered thought leaders in our specialty space.
- Not sure yet - just beginning to sell and position this. It’s super compelling as a concept to prospects right now without differentiation really. We use SharpSpring, and prospects love the tool, so it’s selling itself.
- We have the number one search engine position in our field and have generated significant numbers of new biz from our efforts. In fact, virtually all of our clients over 8 years have been either inbound or referrals from prior clients. We’ve never had a salesperson.
- Interesting content
- We focus on guiding, optimizing and syndicating quality content to maximize our and our clients’ visibility.
- we are b2b tech only that makes us different. Focus
- data driven, GA certified, optimizely partner
- A strong agency business development program must include efforts to generate awareness, take advantage of existing opportunities and act quickly when opportunities present themselves. Deploying all three strategies enhances the performance of each individual strategy.
- We are not a cookie cutter inbound agency that simply partners with an automated marketing software. We have the ability to customize based on A+ level talent to produce results far superior to other, local HubSpot type or similar partners.



ADDENDUM III:  
PETER CAPUTA IV ASKS

**Do you consider yourself an “inbound marketing agency”? If you answered “yes” to question 18, please explain what makes your agency different from other inbound marketing agencies.**

- Nothing. That’s what we’re trying to discern and create now. Our biggest differentiator is the depth of research that we are able to do for our clients but convincing them of the value so that strategy is directed correctly is difficult as there is no immediate return.
- We utilize an integrated marketing approach with both inbound and outbound marketing strategies.
- In all candor, I’m not sure there is a difference. (That hurts.)
- We have a mix of inbound and outbound. We have scoring setup for all inbound leads with transparency to business development including an inside sales rep who is able to call outbound and help establish SQLs.
- We have a very robust system of developing and repurposing content in the social and digital media space that increases our clients’ SEO results, builds more brand fans and offers more assets per dollar budgeted than most agencies can produce.
- We use a revenue generation process that uses inbound marketing as a component.