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the marketing agency blueprint: the handbook for building hybrid pr, seo, content, advertising, and web firms; Contents; Foreword; Acknowledgments; Introduction; The Origin; The Opportunity to Emerge; Causes for Change; Accelerating Transformation; The Value Imperative; Chapter 1 Eliminate Billable Hours; Disrupt or Be Disrupted; A Broken System; The Power of Transparency; The Move to Standardized Services and Set Pricing; Value-Based Pricing; Focus on Recurring Revenue; Chapter 2 Transform into a Hybrid; Every Firm Is a Tech Firm; Meet the Demand for Digital Services Understand Your Role in the Ecosystem The Art of Outsourcing and Collaboration; Diversify Your Revenue Streams; Chapter 3 Think Talent and Team; Great Teams Finish First; A Players, the Draft, and Free Agency; Hire, Retain, and Advance Hybrid Professionals; Talent Evaluation and Professional Reviews; Leaders Must Lead: The LeBron James Parable; Chapter 4 Build a Scalable Infrastructure; Make Decisions That Fit Your Growth Goals; The Realities of Costs, Funding, and Cash Flow; Agility, Mobility, and the Cloud; Chapter 5 Devise an Inbound Marketing Game Plan; The Shift to Inbound Marketing Origins of the Inbound Marketing Game Plan The Foundation: Brand and Website; Audiences: Segment and Prioritize; Objectives: Set Your Success Factors; Strategies and Tactics: Take an Integrated Approach; Does Inbound Marketing Really Work for Agencies?; Chapter 6 Control the Sales Funnel; Agency Sales System Essentials; People, Tools, and Processes; Understanding the Buying Cycle; Lead Generation; Prospects and Lead Nurturing; Conversions and Transitions; Chapter 7 Commit to Clients; Build Relationships and Loyalty; The Significance of Systems; Prioritizing and Evaluating Accounts The Marketing Consultant Laws Chapter 8 Deliver Results; Become Measurement Geeks; Use Analytics to Adapt; Activate Builders and Drivers; Unplug to Excel; Chapter 9 Embrace Failure; If Your Model Is Broke, Fix It; The Disruptor Advantage; The Traditionalist Opportunity; Spend Less Time Planning, More Time Doing; Chapter 10 Pursue Purpose; Stand for Something; The Purpose Pyramid: A New Planning Paradigm; Fate, Destiny, and the Business of Life; Conclusion; The Transformation; Core Concepts; Resources; Visit MarketingAgencyInsider.com; Notes; About the Author; Index

"Build a disruptive marketing agency for the modern ageThe marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency.The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services

industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation"--
