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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

Sommario/riassunto

"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"--
