

RSW/US

Agency-Client Relationship Experts

2011 NEW BUSINESS REPORT:

A CLIENT'S LOOK AHEAD
AT AGENCIES

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Background

The 2011 New Business Report: A Client's Look Ahead at Agencies was completed by 174 key Marketing decision makers from across the United States during March, 2011. This study was commissioned by RSW/US.

RSW/US serves as an outsourced lead generation/business development firm for marketing service agencies.

Its sister company, RSW/AgencySearch serves as a search service for Marketers looking for better Agencies.

The following provides an overall summary of findings as well as implications for Agencies throughout 2011. Perspective will be offered throughout 2011 on RSW/US' blog:

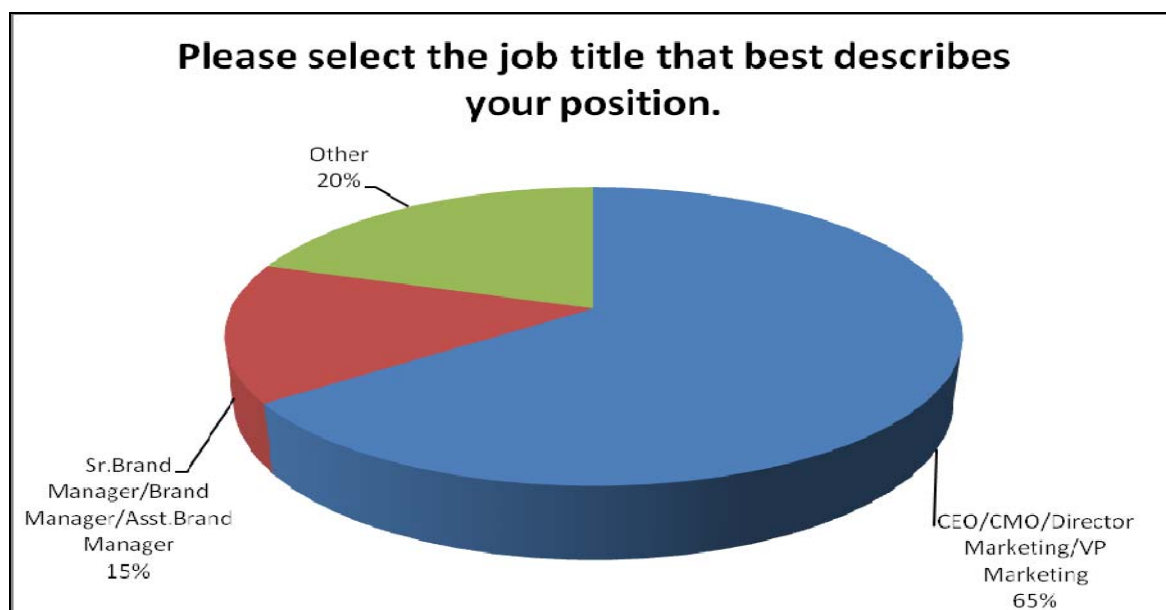
www.agencynewbusiness.com.

The perspective provided will hopefully be of value to you as you work to better your overall new business development program in 2011.

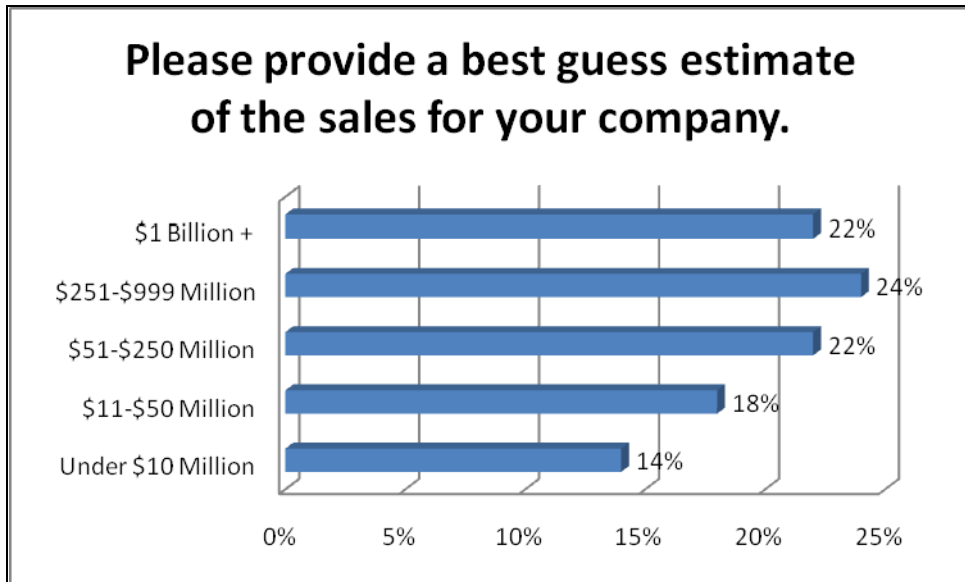
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Sample Composition and Agency Type

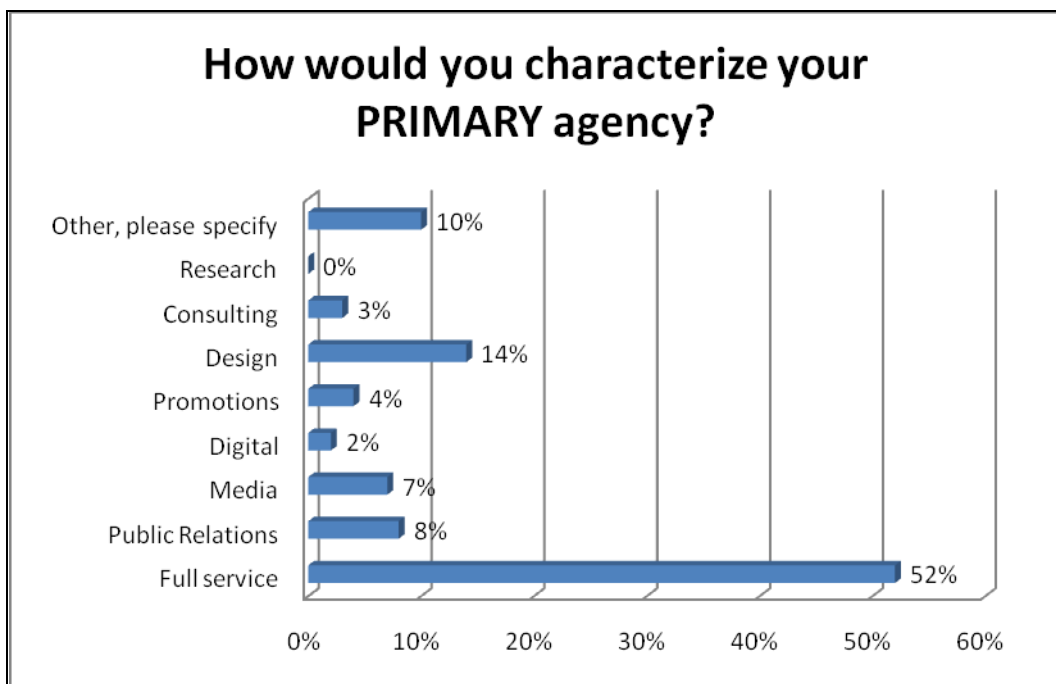
The sample came from RSW/US' database of 20,000+ Marketing decision makers. The respondents were largely senior Marketers as shown in the breakdown below.



Companies represented were of all sizes and types. They included: AT&T, Abbott, Volkswagen, Yamaha, Baxter, Citi, Basco, Progressive, Moen, Auntie Anne's, Meineke, Baptist, and Premera, among others.

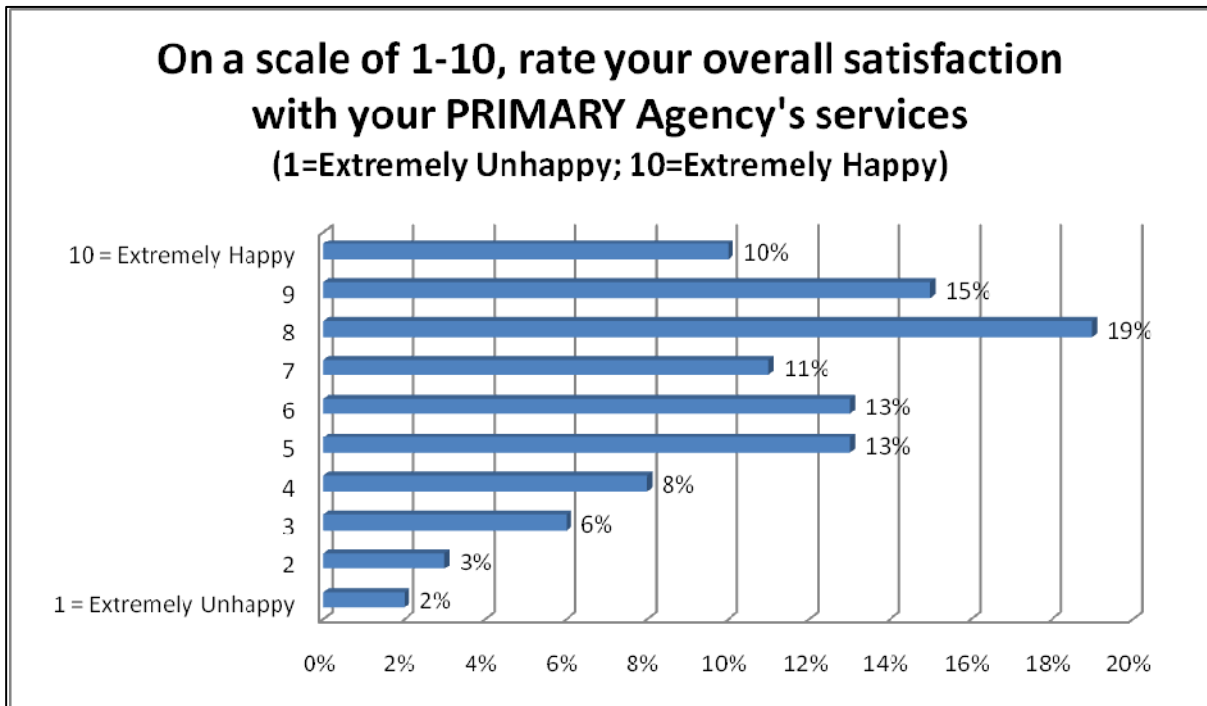


The majority of marketers in this study defined their primary agency as “full service”, which is not a terrible surprise.



Findings Summary & Implications

- Only 44% of Marketers are truly happy with their primary Agency, which isn't very different than the levels we've seen in past years' studies. In 2008, 41% of Marketers were "happy" and in 2009-2010, 47% stated they were "happy" with their current firm.



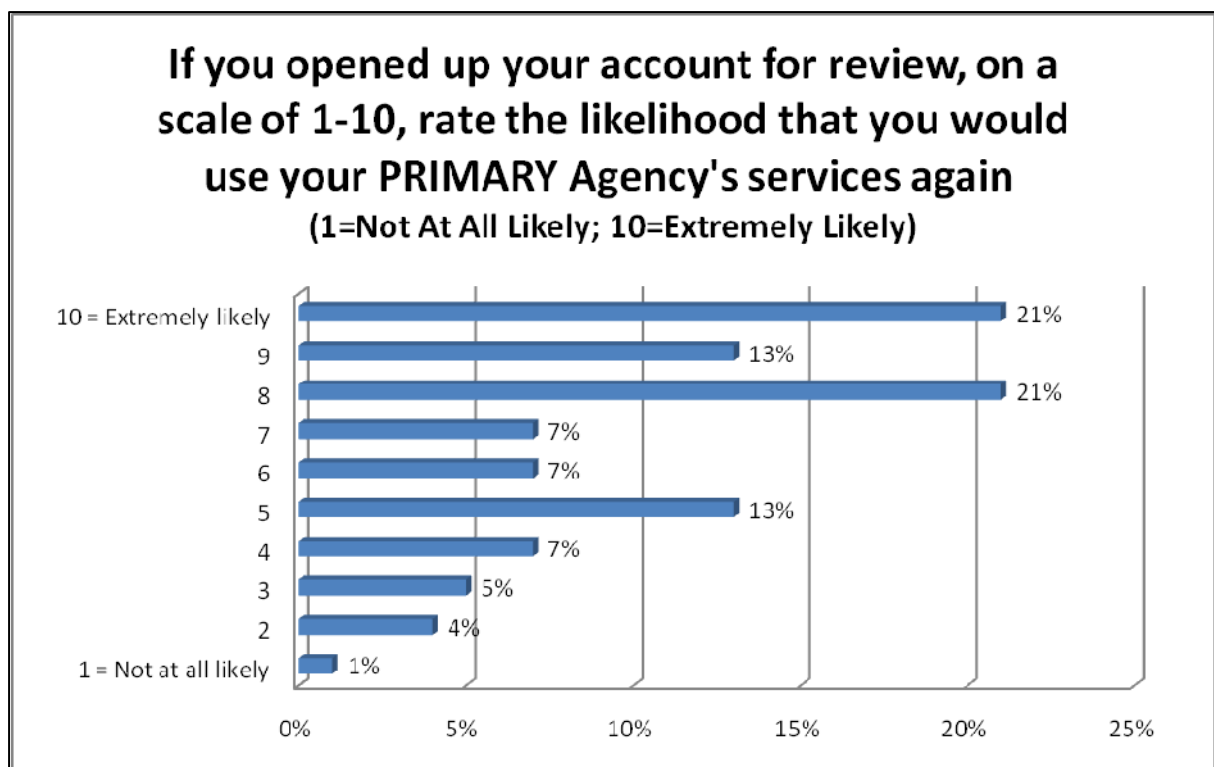
Implications

This suggests there are (and always will be) opportunities for Agencies to bust into a prospect and address an unmet need.

As noted later in the report, one of Marketers' top frustrations with Agencies is their inability to think and act strategically. Showcasing how your thinking and strategic approach can bring better outcomes is key to convincing a prospect you have something different to offer. Lay out the reasons to believe that make you different once the pain has been unearthed. Don't just showcase how great you are – talk about the prospect – let the prospect talk about themselves – then use similar situations to show the prospect how you delivered differently – and of course, how great the outcome was!

At some point during the life of many Agency-Client relationships there will be a pain point the current Agency simply can't address. Key is consistency of outreach, consistency of messaging used, and consistency of methodology employed. Too much stopping and starting won't win the day. While the Marketer may not have a need today, tomorrow brings different challenges and demands that may create opportunities for your firm down the road.

- Only 55% of Marketers state they would consider using their primary Agency again if they were to put their account up for review. While in past surveys this question only inquired about the likelihood of using the Agency again (and didn't put it in the context of a "review"), the results this year are somewhat concerning. In 2008, 62% of Marketers rated this question an "8-10" and in the 2009-2010 survey, 69% of Marketers rated this question an "8-10", suggesting there was a much higher likelihood of the Marketer considering their current Agency again. This fall-off to 55% suggests that either the loyalty among Marketers for their Agencies is diminishing and/or the Agency's value offering to the Marketer is dropping.

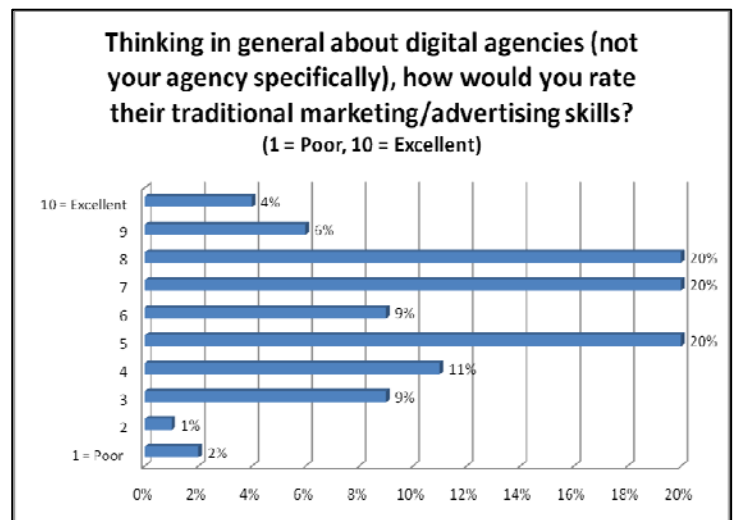
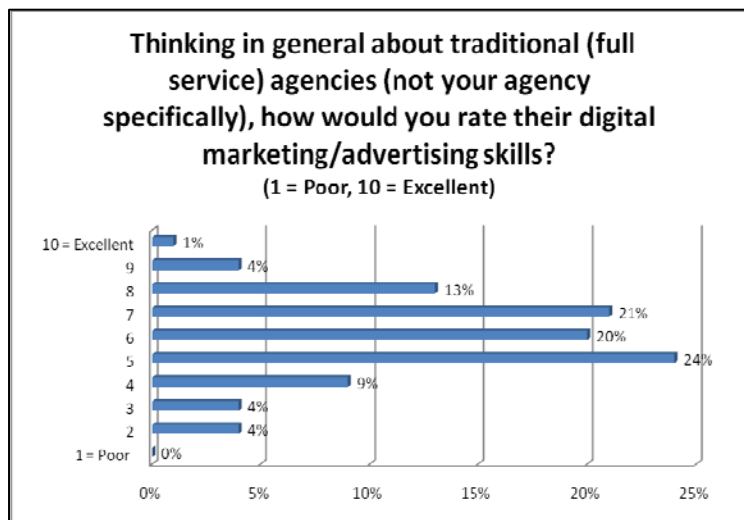


Implications

Given that the likelihood of a Marketer opening up a search (or looking for a firm on a one-off basis) is high – which bodes well for an Agency on the “hunt” for that great new client – these high numbers also strongly suggest that Agencies need to do a better job of delivering quality service and value to their clients if they are going to hang on long-term.

It's also possible that the apparent increased likelihood of Marketers shedding their Agencies is the result of more Agencies knocking on Marketer doors – making it easier for Marketers to take control and look for a new and better firm. We have seen numerous instances of larger Agencies going after smaller “prizes” (something they never would have done 3-5 years ago), simply because the number of bigger opportunities have diminished.

- Only 18% of Marketers believe traditional, full service firms have solid digital skills. Of concern is the fact that in the 2009-2010 survey, the number was 22%. While not statistically different, the year-to-year results are not patterning well. Full service firms need to build more confidence (not less) among Marketers relative to their ability to manage the digital landscape. As we'll see later, full service firms have an opportunity to take control of this space if they can do it well.
- This compares to 29% of Marketers believing digital firms have solid traditional (full service) skills.

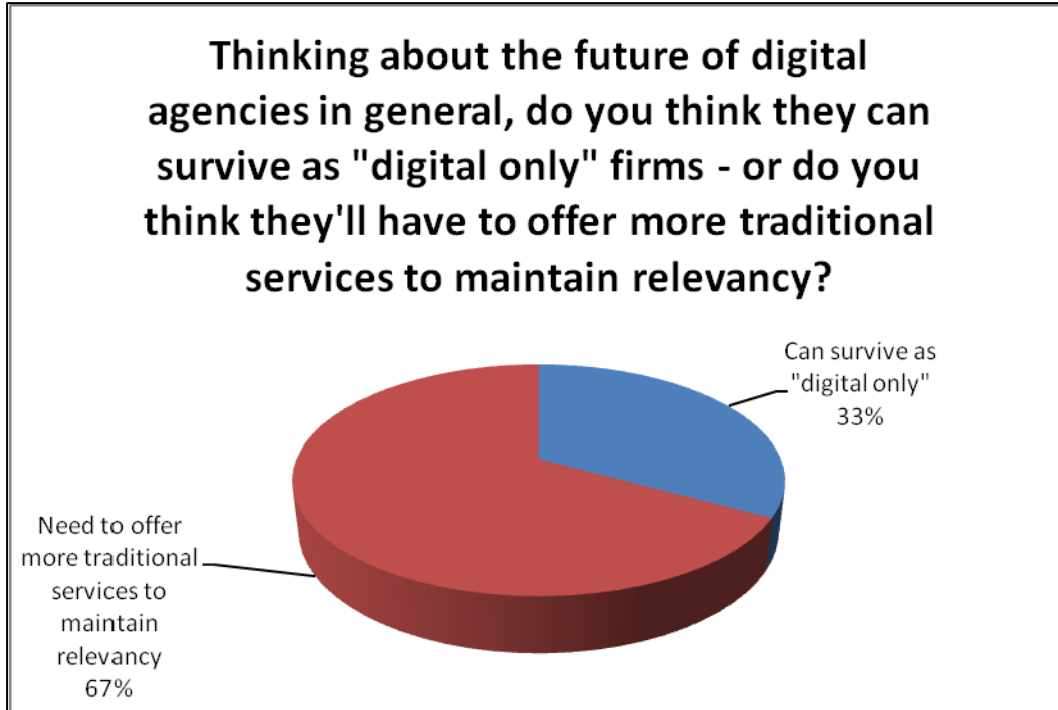


Implications

It is not terribly surprising that Marketers think more of digital firms' traditional marketing skills than they do about full service firms' strengths in the digital space - given the requirements of digital marketing are more technical and specialized than general full service advertising support.

If you're a full service Agency that hasn't made a move into digital, it might be too late to turn the corner. I've seen Agencies hold on to the past only to see their clients go away. So if you're not there, get there fast. Develop a program or two for an existing client – maybe at no cost if necessary – to simply build a portfolio to share with others.

- Interestingly, 67% of Marketers do not (on the whole) think digital firms can survive as “digital only” – believing they need to deliver more full service offerings if they are going to maintain relevance.



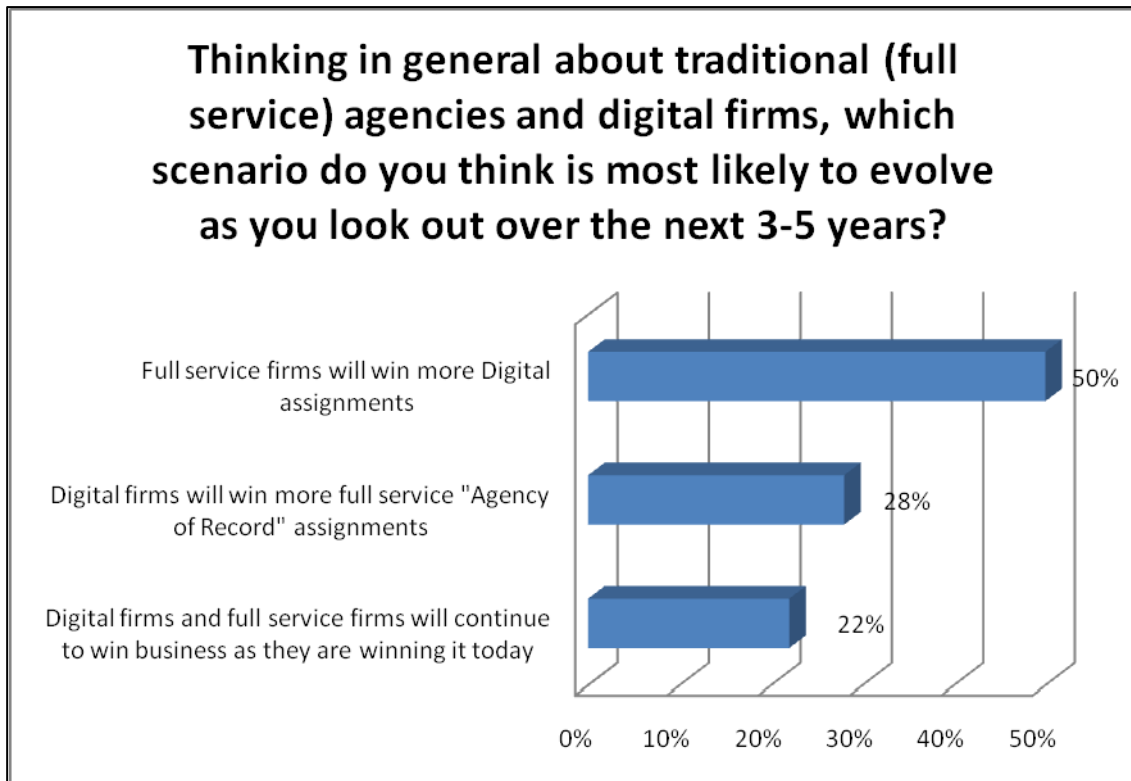
Implications

The implication of this data has impact on both sides of the marketing services fence: digital and full service.

In the long term, digital firms will need to consider building in more traditional offerings for continued consideration by Marketers on the whole. While bigger Marketers will likely continue to maintain a higher degree of specialization (as we have seen in previous surveys), and are thus more likely to use digital-only firms, we have seen patterns on the RSW/AgencySearch side of our business where more mid-size Marketers are looking to consolidate (rather than separate) services under one roof.

Traditional full service Agencies need to improve their skill sets (or garner the resources) in the digital space to compete long-term. More and more Marketers are talking the need for strong digital expertise as a necessary part of an Agency’s skill set. Without it, it’s only going to get harder for full service Agencies to compete.

- Right now, the perceived advantage rests with full service Agencies – as 49% of Marketers believe that over the next 3-5 years, they are more likely to win digital assignments – as compared to only 28% of Marketers believing digital firms are the more likely winners of full service assignments.



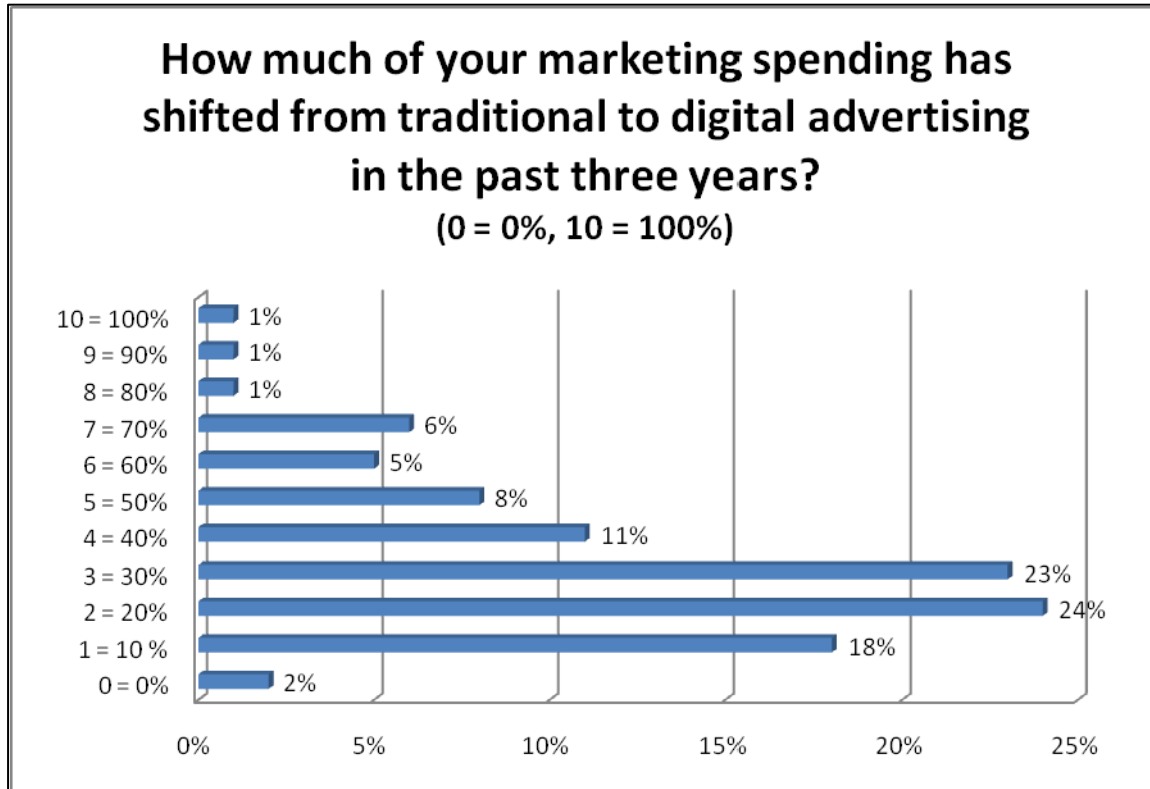
Implications

This is akin to the whole social media ownership “fight” occurring over the past couple of years – with PR, social firms, and full service firms, all vying for “ownership” of the social space.

These numbers could make a dramatic swing in the opposite direction if full service Agencies don’t get more aggressive in strategically managing the process and not just “doing” digital (e.g. creating banners, buying networks, not analyzing performance of programs).

The more sophisticated Marketers get in the digital space, the more they will demand smarter planning, better buys/placements, more actionable analytics, and more strategic integration with other media in the mix. This holds true for full service Agencies as well as digital firms. I’ve seen plenty of digital firms with great, hot creative – but they lack the accoutrements necessary to make it a complete experience.

- 55% of Marketers state they have shifted 30%+ of their marketing spend into the digital space. This compares to 67% in last year's survey – suggesting a slight slowdown (yet continued aggressive move) into this medium.

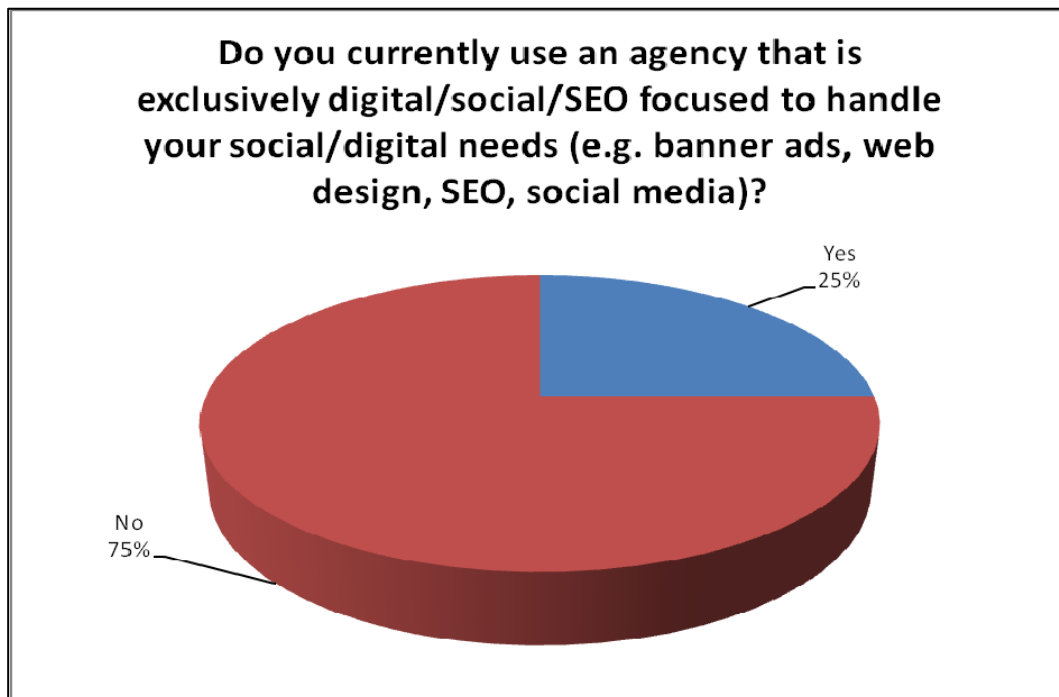


Implications

This shift in spend into the digital space will likely continue as the sophistication of planning, placement, and analytics continues to grow – making the digital ROI much more attractive. While digital media will never completely replace traditional media, its value will only grow as more Marketers recognize how to effectively integrate it with more traditional media program plans.

If you're not deep into the planning and analytics of digital marketing, while you might be good for now, you soon will need to keep (or get) ahead of the game.

- Right now only 25% of Marketers are using digital-only shops (as compared to 28% in our 2009-2010 survey). We don't see these numbers increasing dramatically in the out years as Marketers seem more inclined to bring a shop on that is full service in nature – with a strong digital group within – or if they do consider a digital firm – bring one on that can deliver other full service needs.

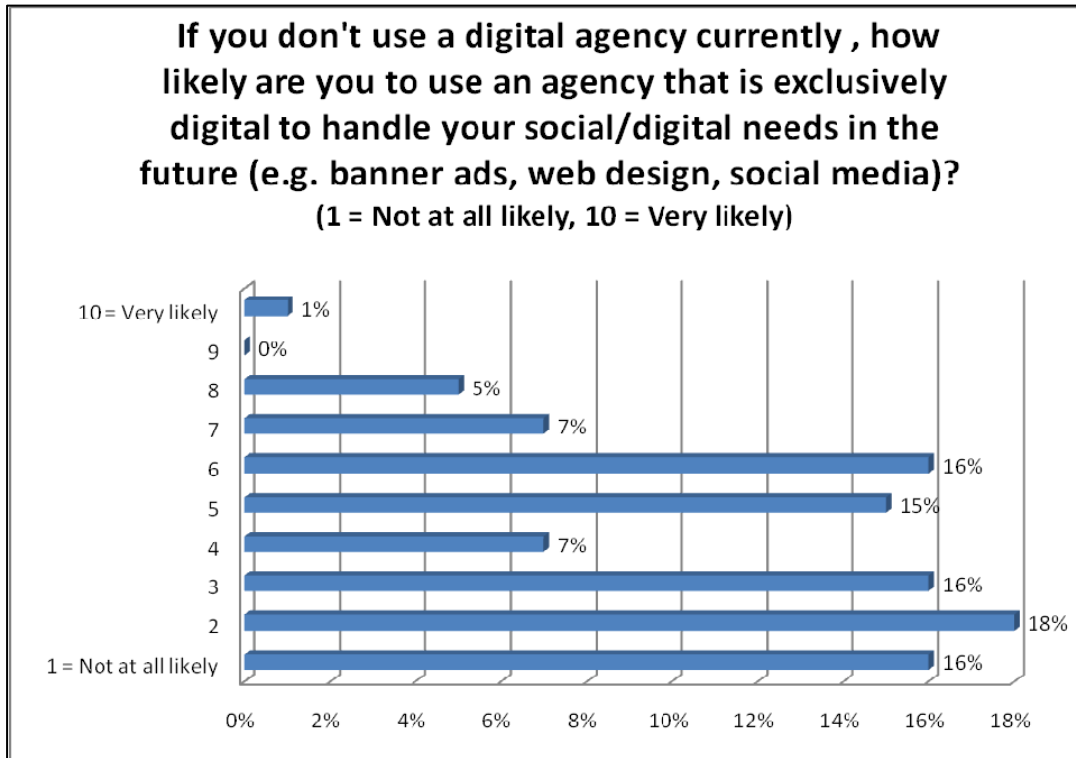


Implications

Now might be the time to start looking for partnerships or strategic alliances with digital shops. I am aware of a couple of firms that (in addition to having their own firm) have started new “Agency Groups” under an independent Agency banner that bring together talents of multiple firms – including full service and digital.

This could be one way to bring the digital prowess “in-house” without making major overhead or other investment commitments.

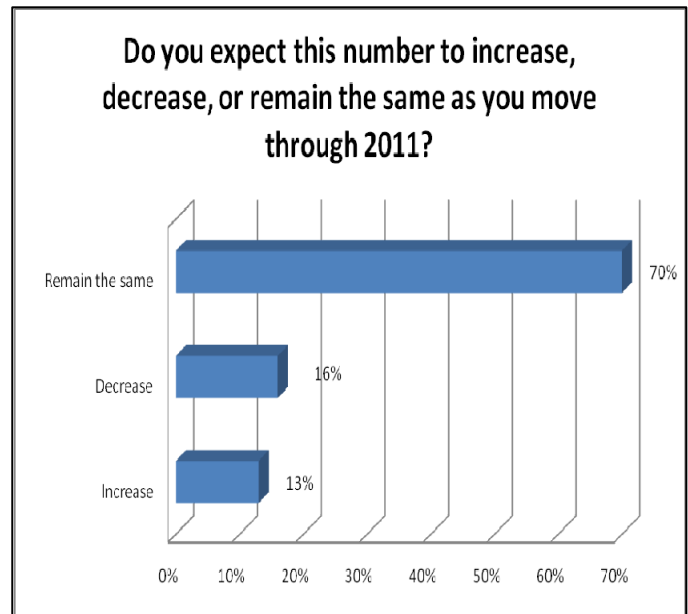
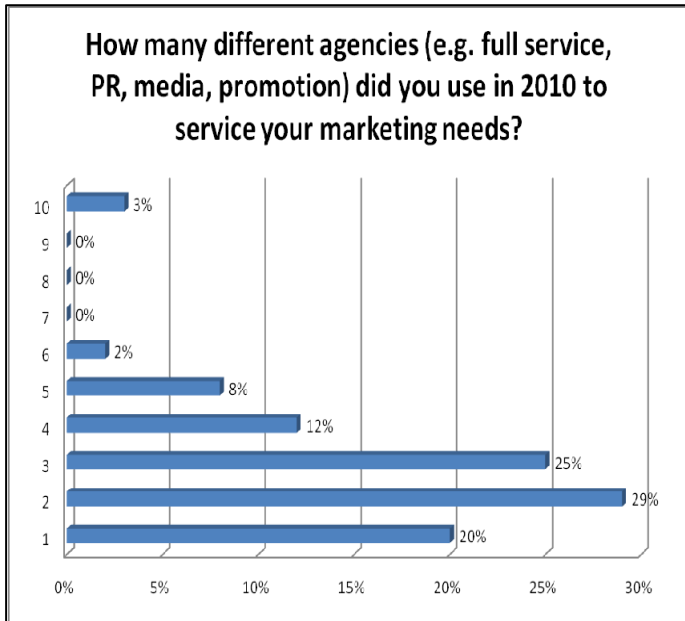
- Only 6% of Marketers state they are very likely to use a digital-only firm in the future. 50% state they are not likely to do so. In 2009-2010, 52% of Marketers stated the same.



Implications

If you're thinking about starting a digital-only Agency, you might want to think again as the growth potential may be somewhat short-lived. Because Marketers recognize the importance of creating a smart, integrated marketing program, they are seemingly more inclined to find a firm that can manage it all, versus taking the time to coordinate and manage a brand's messaging and equities across a multitude of firms – particularly when it comes to digital and traditional media.

- Despite some of the Marketer tendencies outlined in this study, there are still plenty of opportunities out there for Agencies to find new clients. 49% of all Marketers state that they used 3+ Agencies in 2010 and don't expect to see this number change dramatically in 2011.

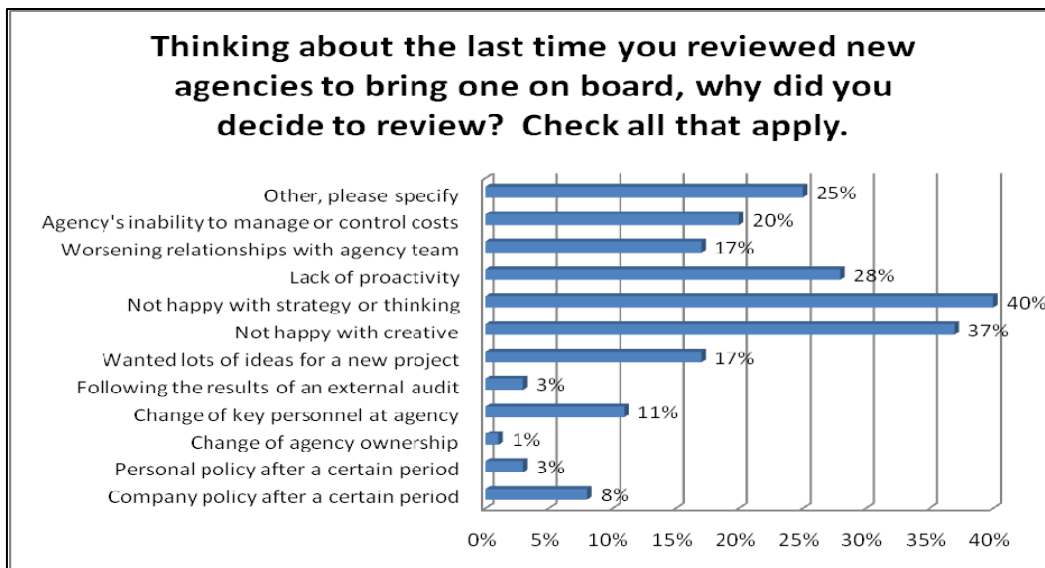


Implications

Keep at it if you're in the prospecting and new business mode. There are always opportunities out there - you just need to be there at all times, because you never know when someone is ready to make a move. Today they may be fine. Tomorrow they wake up and realize they have to make a change, or the Agency messes up and they are open to exploring a change.

Stopping and starting prospecting won't work. I tried it myself when I was on the marketing service side of the fence and we ended up hiring RSW/US to help because client business would continuously get in the way.

- Not unlike year's past, a Marketer's tendency to look for a new firm is driven by a general lack of satisfaction with an Agency's creative, their strategic thinking, or their general lack of proactivity. In a recent search managed by RSW/AgencySearch for a tech client, "lack of proactivity" was one of the primary reasons given for finding a better Agency partner. They were with a much larger firm and felt, because of their "small fish in a big pond" status, they weren't getting the attention they needed – resulting in their desire to look for a mid-size Agency to better service them.
- On a positive note, the percentage of Marketers stating they "wanted lots of ideas for a new project" as a reason for looking at new Agencies has fallen over the years. In 2006, 33% of Marketers stated such. In this most recent survey, it was only 18%. We suspect that this is a function of a couple of things: 1) Fewer Agencies giving their work away during searches; and 2) Marketers more concerned about finding a strategic partner who can help with their business versus just an "idea shop".



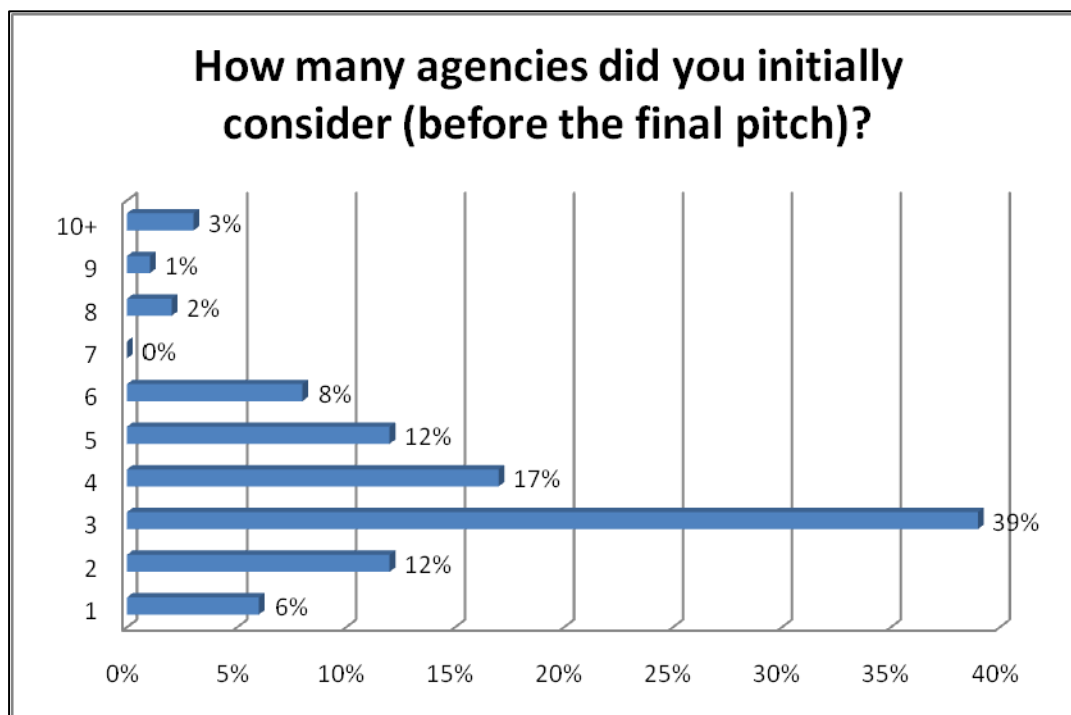
Implications

You need to work your client just as hard on day 100 and day 500 as you do on day 1. I just read a book called "The Thank You Economy", and while the principles were fairly basic, it was all about treating your clients with the utmost respect and bringing value to them every day.

The book started with the story of a customer walking into the author's father's liquor store. The customer had a coupon he picked up that day for a bottle of liquor he bought the day before. The clerk turned down his request to fulfil the coupon and the man never returned. How far will you go in bringing value to your current set of clients outside the scope of your relationship? Obviously there have to be some limits – but it can't be an all or nothing affair.

At RSW/US we “give” lots of stuff away. Counselling on RFPs, advice on website re-dos, lists for clients to help their own prospecting efforts outside of the program we’re working for them. While time consuming and non-margin generating, it does help build a stronger relationship. If you’re not doing it with your clients, you need to work it into the fabric of all your employees.

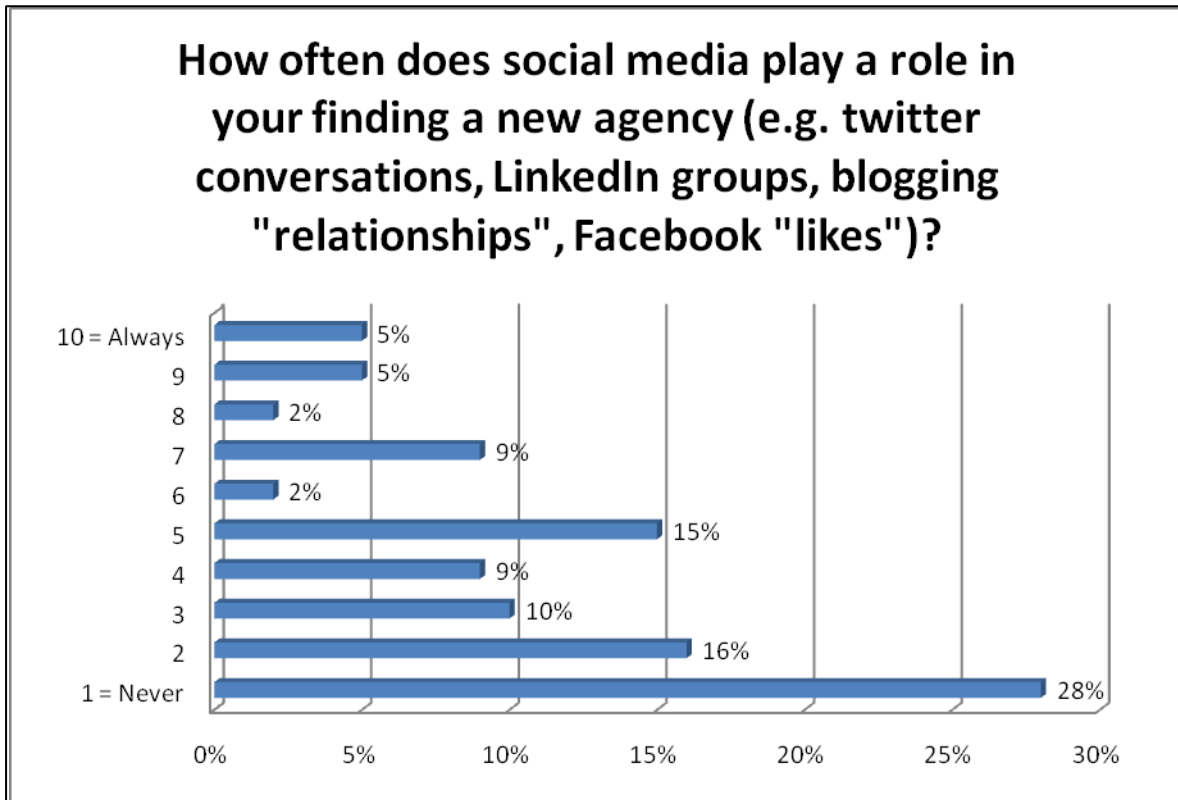
- When Marketers initiate a search, they are more than likely to start by looking at 3-5 firms (with 69% stating such).



Implications

We believe this is a reasonable number to start with. Firms that manage “cattle calls” or firms that make Agencies “pay to play” or “pay to pitch” aren’t fairly representing their Marketer clients. For one, they aren’t necessarily bringing the most objective set of Agencies to the table and two, they aren’t being particularly fair to Agencies if too many are involved in the search. If you’re part of a pitch process with more than 5-6 firms in the final round, run...your chances are not going to be high – particularly if you’re an outsider looking in (and have no inside track on the search).

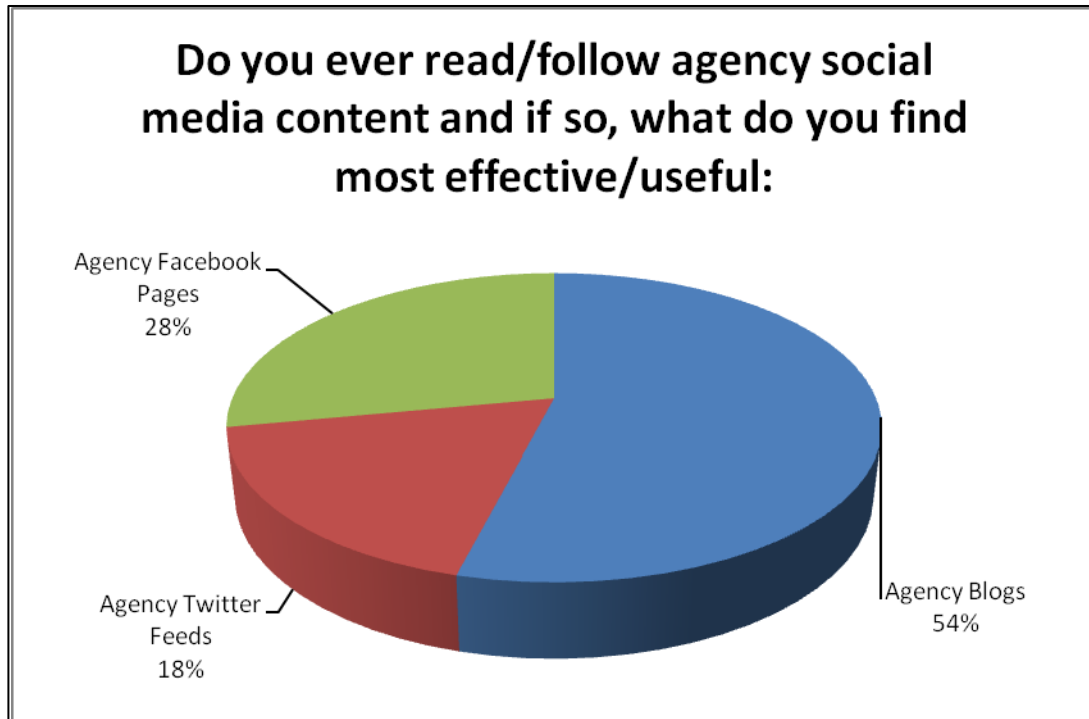
- Agency searches and Agency selections for searches continue to be little influenced by social media. Only 11% of Marketers state they “always” use social media to help them identify Agencies when involved in a search.



Implications

We believe social media is an important element to include in the business development process. At RSW/US we manage and track multiple Twitter feeds, we push out client blog posts, and keep track of those that comment on client sites. While the opportunities to capitalize on social to help with new business development aren't all that robust, we believe it is important to include it as it is another touch point. As long as the messaging is consistent across all platforms, it can only aid efforts to reinforce the frequency of your offering, and help improve your chances of finding new business.

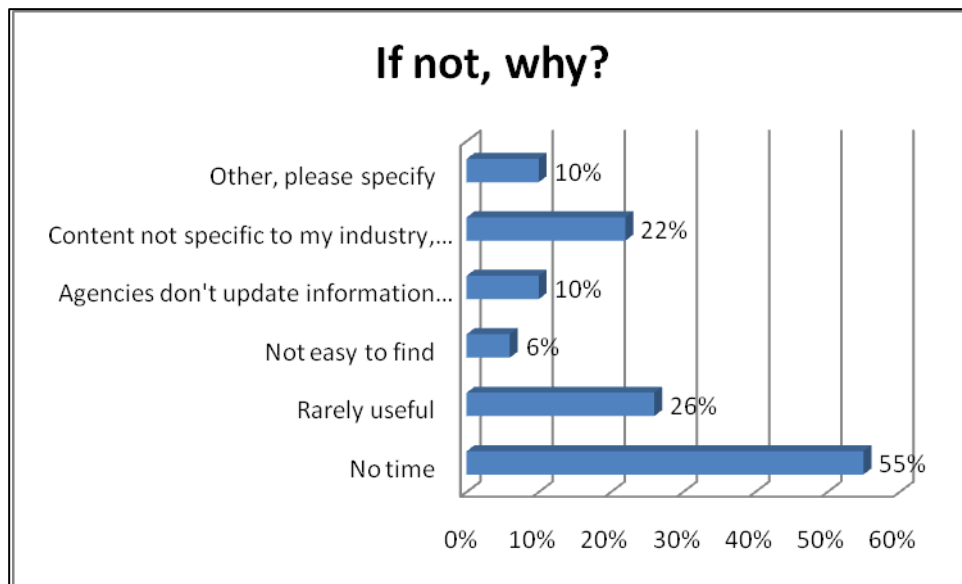
- Of those that follow Agencies on social media, 54% state they do so via Agency blogs. Far fewer (18% and 28%, respectively) use Twitter and Facebook as resources to follow Agency social activity.



Implications

Just because these numbers are low, doesn't mean you shouldn't participate. If you're selling the value of social/digital to your prospective clients (or existing clients) and they see little to no (or not recently updated) activity on your site, what do you suppose they will think? You need to keep it fresh and up-to-date.

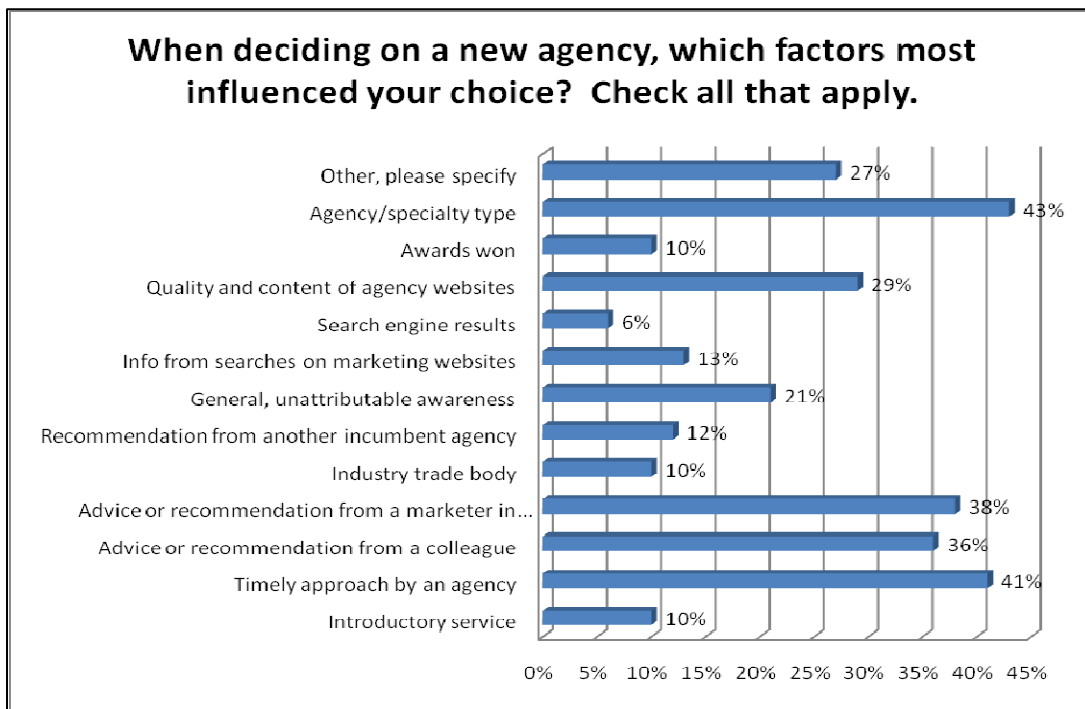
- More Agencies could improve their chances of impacting Marketers if they made it: a) easier for Marketers to “consume” social media content; and b) made the content more relevant to the Marketer’s world. 55% of Marketers state the primary reason why they don’t actively follow Agencies in the social space is they have no time and 26% think it is “rarely useful”.



Implications

Pushing (or as we like to say “activating”) social media out to your target prospects via weekly or monthly blog post releases, for example, and making the content of value to the reader (educate, don’t sell) will help improve the chances that a Marketer pays attention and views your Agency in a different and better light.

- Consistent with surveys from years past, “timely approach by an Agency” rates #1 among Marketers when asked which factors most influenced their choice when considering a new Agency to support their business. While friends and networking/referrals continue to be strong influencers, their impact has fallen off since a high of 48% in 2008. We suspect this is because there are fewer Marketers in fewer companies making moves and making referrals.
- The other factor that continues to influence a Marketer’s decision is the quality and content of the Agency’s website. This is the first place a Marketer turns upon learning about a firm. You need to improve your site if it does a poor job of showcasing work, ideas, strategy, and overall strengths of the Agency – like they say “you don’t get a second chance to make a first impression”. When RSW/AgencySearch begins an Agency search, one of the first places we look is the Agency’s site. If it’s of poor quality (i.e. work not displayed well, content not updated, too much talk and philosophy), it is a likely reflection of how they operate in the rest of their world.

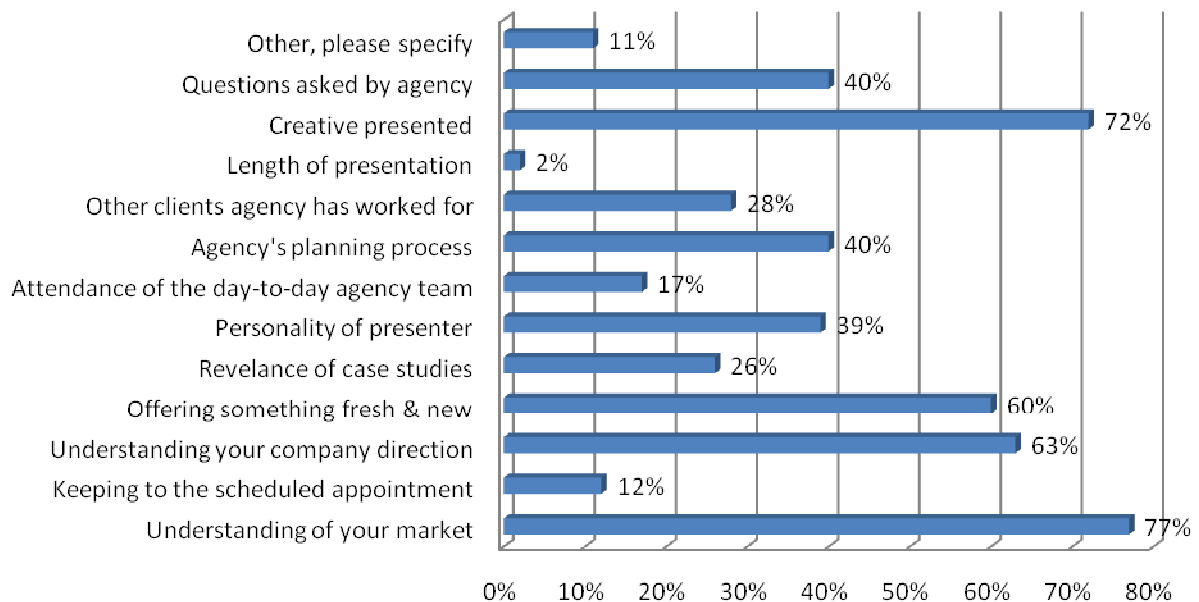


Implications

“Touching” Marketers with as many mediums as possible (e.g. phone, mail, social, digital) via value-added content will only improve your chances of hitting opportunities in the long run. Key is consistency of message, consistency of outreach, and consistency of methodology. As mentioned earlier, one simply never knows when a Marketer will be ready to make a move.

- And finally, similar to year's past, Agencies need to focus on the prospect's business and market when they walk in the door for a first meeting or pitch. Talking incessantly about your Agency and not dialoguing with the prospect about their situation and pain points is a sure way to look like you don't care – and a sure way to look like everyone else.

Which aspects presented during the presentation (or introductory meeting if there wasn't a pitch) were most critical in helping you decide which agency to choose? Check all that apply.



Implications

We often suggest to clients that they walk into first meetings with the laptop closed and just begin by striking up a conversation, versus trying to push information on the prospective client.

Talk, listen, and then make your play by showcasing similar, relevant work, illustrating how your approach is uniquely different from other firms.

Note: Open-ended comments on the remaining pages of this report have not been proofed for grammar or spelling.

They were included as typed on the survey.

If you had one piece of ***advice to give to agencies about their marketing*** efforts to get your attention what would it be?

Help me understand how spending finite budget resources in the manner they recommend will translate into tangible sales results.

Creative

Please know who we are!

Focus on the specific market.

Create an actual piece with the company you are pitching. Direct mail, etc. have it all thought out with matrix, target, ROI, and cost. Copyright it and then pitch the project -- not the whole job. Get in the door with one solution to an identified problem. Earn trust with one project and then take the work -- over time.

Creative use of advertising other than traditional means

n/a

Learn about the client before pitching. It's always about the relationships.

Make yourself relevant, keep up with market trends and be responsive.

Understand your client and their strategic direction. Follow-up with post-analysis of projects or at least follow-up.

Make it relevant

Share success stories, trend info, and how-to expertise ...convey your expertise.

Do your homework on my business and my target markets

Do their homework about the client! Understand the mission and the branding.

Show relevance to my business.

Keep the best people on projects; don't just send the junior ones.

Present only relevant information. Quality over quantity.

Learn about our business channel and tell us what we should be doing to grow our business in that channel.

If you had one piece of ***advice to give to agencies about their marketing*** efforts to get your attention what would it be?

Better tie-in with results/ROI/ROMI

Show examples of the effectiveness of their most recent work for clients. I want to know that what they create actually works.

Listen to strategic direction and be able to translate to media tactics and program that will yield results.

Try to learn as much about our business as possible to tailor the approach to our specific needs. Ask questions!

Show you understand my business

n/a

Look at the agency's body of work.

Tailor your concentration to a specific market segment. And then demonstrate how you could support the full marketing mix and positioning for that market.

take some time to understand the audience (client) before making the pitch

Do your homework, responsive, prove how good you are/can be. Want my business.

have something useful

take time to listen and respond to that

Differentiate

TO STUDY CLIENT NEEDS

In person, well researched introductory presentations

Put effort into truly understanding the company you represent, thier industry, vision, etc.

Learn our business

Get to know and understand my business.

strategy strategy strategy

If you had one piece of ***advice to give to agencies about their marketing*** efforts to get your attention what would it be?

I think the best chance is to use the digital space to remain relevant. We did check agency web sites before including in our pitch.

Know the client's products and how each of the target market segments needs to be "catered" to.

Target clients in sectors where you have relevant experience

know our market - don't assume you know our market - learn about our products before you come into pitch your services

Never assume you know more than the client. Never present as if you know more than the client-fine line between influencing and directing. Agencies should influence, not direct. Condescension will get you fired.

Attention to detail; understanding my business.

Join industry organizations and become an "expert" in the field.

Learn our business first

Online and traditional advertising have the potential for a lot of synergies. Being able to provide overarching strategies and creative for each channel will help you stand out from your competition.

Don't call us, we'll call you

Don't cold call me. If you are a digital or creative agency send me something to prove it - creative email, etc. Phone calls from people I do not know rarely get returned due to work load.

Speak to my industry and particular niche

Maintain flexibility in approaches, and don't abandon traditional simply because the world is moving in the digital direction

Most are too generic. Most focus on project but not on client relationship. Small clients have needs outside of large agency project desires.

Know your client's vision before pitching ideas!

Demonstrate that you understand my competitive market and show me through case studies that you understand how to gain market share, increase volume, etc.

If you had one piece of ***advice to give to agencies about their marketing*** efforts to get your attention what would it be?

show me innovative full service approach to traditional and non traditional media.

Ensure agency has a solid understanding of our company business goals both long and short term, understand our customers mindset and offer broad creative concepts which offer not only innovative traditional media solutions, but digital and social as well. They should also provide ways to track the success of campaigns

be honest and do not treat me like I just got out of school - I have more experience than nearly everyone at the agency I deal with do not preach to me about strategy when you have only been working for 2 years

Understand the client's industry, geographic service area and audiences completely.

Learn as much as you can about the client's product, market and objectives before you pitch.

Use the network of their employees to establish a relationship.

creative outreach needs to be new and interesting

Go back to snail mail tactics to get creative in front of me. I am too overwhelmed with emails and telephone calls - I don't have time to meet with everybody that contacts me - only the people who find a way to "wow" me!

Need to be able to solve my current problem and prove to me that you have done it for others.

We do almost all our creative inside. We used an agency a few years ago for a project and it went OK. We use agencies for just managing PPC and some SEO. So overall they have to provide something we can't do in house.

Don't assume marketers not at agencies don't know anything. Understand that the projects we are working on with our agencies might not always be our first priority every day.

Know my market

Big ideas that are disruptive, breakthrough, unique, and ownable to a brand (or company)

Be proactive and learn the industries your client markets to

Be diligent, smart, and do your homework about a prospect before visiting with a company. Ask lots of questions.

Be willing to be a natural extension of my department. Recognize in-house talents and work with and augment, picking up the ball where the skills, experiences, connections add the most value.

If you had one piece of ***advice to give to agencies about their marketing*** efforts to get your attention what would it be?

stop talking about yourself show me that you understand MY needs and how you can add value to MY world

Know my business and give me ideas that are new

Be bold and different

focus on strengths do not try and do everything.

Learn my business category

Understand our business and outline a "reason to believe" that they can increase our brand awareness and sales

Understand the wants and needs of the potential clients as much as you can via research before approaching

make it specific to me. too many companies try to sell me on what everyone else wants.

Results of social media campaigns

take time to listen to the needs. Understanding of a rural market. Do not underestimate the client.

Before making an introductory call, do some research so you know a little bit about my organization and my brand. Timing is everything. Keep in contact. We eventually hired an agency who had stayed in contact with me for over two years. When I was ready to make a change, they came to mind and because they had stayed in contact more than once, it was easy for me to find their contact information.

Think about ME, not you. Be respectful of my budget. Be mindful of what is REALISTIC to charge - freelancers do great work, listen better & are cheaper overall. Actually write copy just don't take what I write and rearrange the paragraph - what am I paying for? Know my market. Know my customer. Know my competition. Move faster.

Focus on a company's strategy and work to align marketing. Find ways to help marketing staff ease marketing needs presented to them by various services of company.

Be patient but not pushy. I'm not looking for a new agency today...or this year. But someday, when I am, I may consider you if you've respectfully built a relationship with me over the years.

Learn the industry and be proactive.

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

Understand your client's predicament and provide solutions within their grasp. Social media may turn out to be the key to everything, but it also competes for scarce resources during a challenging financial time. Budgeting right now in many companies is a zero sum game - for something to win, something else must lose.

creative

Emphasize the client's needs, not what you've done for others in the past.

Theme it around an issue - problem. What is keeping you up at night...

ROI for media purchases with other similar organizations

n/a

Understand your client's market. Also, get an idea of what they've done in the past and bring something new to the table.

Focus on your client, not about you!

Focus on key drivers to move my business forward

Be sure to show how you'll address my needs and will generate results

It's all about creative . . . and personality. Do I think I can work with you.

DO NOT USE POWERPOINT!

Show your best and most relevant creative.

show your best ideas and how they helped other businesses

Don't talk down to your audience. Do not approach them as if they need a Marketing 101 refresher course.

Try to make them relevant to our business, we don't have good imagination about how it would work for us.

Ask questions in advance and don't assume!

Be complete and answer all of the questions/components of the request for proposal.

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

Bring the account team that is being considered for the new client, don't put the sales team up front and switch to another team after the business is won.

Tell us how you will control costs.

Every business is different, so like I said in the last answer... learn about the specific needs of our company before you present.

n/a

Have examples in the same field.

same as previous question -- know my market

don't interrupt each other

address how it will meet my objectives.

take time to learn about our business. do not be generic

More creative

PRESENT ONLY RELEVANT MATERIALS. TOO MUCH INFORMATION IS A NO NO.

Well thought out -tested with target customers to accuracy/validity; focus on top four concepts as opposed to as many as possible.

Don't indulge in trite brand usages or copyright infringements - try and understand the brand you are speaking to. Personalities and personal connections with your team matter.

Be enthusiastic and ask for the business

Leave the self-promotion for the end of the presentation. They're in the pitch because they seem to have relevant credentials so don't make that the first thing in the presentation. Tell me how you are going to solve my problems then we can talk about your credentials.

Stay on point. Don't try to show everything you've ever done. Stay to what we asked for. If you can't do that when you're pitching, what will you do when you have our business?

Put yourself in the customer's shoes and present based on what you feel they want to know/learn/see.

Show experience in market. Introduce day to day account contacts.

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

Try to make them relevant to our products or market

Never show the creative strategies that you don't love. I never want to see the agency rejects.

Direct, concise.

Identify and connect with the person that you will work closely with.

Less on their background ...more on our problems

The more your presentation reflects an understanding of the unique needs of that client, the more trust and confidence the potential client will have in your team.

make it fast

Be creative and make your pitch relevant to me. Show me you understand the world I live in.

be applicable to our niche

Be relevant or be gone.

be concise

Na

Be on time, be quick, and be creative!

Bring the real team. I had a recent experience with an agency where the "big gun" VP came to the pitch and after we were signed, we never saw or heard from him again. I want to interact with the creative director and my key account rep. to determine if it is a good fit. Don't sell and bail.

make them relevant to what I'm seeking. I'm less interested in what they have done for non related clients than for results gained for a similar client.

Be focused. Be confident. Do not only present creative solutions but full analysis of research and strategy which supports the creative pitches. Provide information and techniques for continual tracking of a defined set of KPI's for each type of creative executions. Show how digital and social media can extend the reach and effectiveness of traditional campaigns.

be honest

Fully understand and appreciate the client's strategic direction.

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

Be relevant -- show that you did your homework.

Make sure it is a strategic pitch that clearly demonstrates an understanding of the market and not just about creative. I would be more inclined to award the business to an agency that got the strategy/market understanding correct, even if I was not "wowed" by their initial creative.

shorter and to the point is best

Do enough homework in advance to understand my company / industry so the pitch is relevant.

Make sure they're relevant

Always address key areas we have requested, then we can talk about other things that you believe we should be thinking about.

Understand my business

Make them specific to my business. Generic presentations look like you bring the same one to all potential clients.

Know my market

more relevant more specific to the brands being pitched proven results via irrefutable case studies speed to market

be on point and direct do not use it to upsell other agency products

Less buzzwords. Less tell, more show.

Ask more questions, with genuine interest to try to understand what type of relationship the client wants. If you can't deliver on that relationship, pass on the account.

? relevance

make them relevant to my business/industry

start with your last slide

strategy is important. tell us why not just what

Present compelling, relevant creative

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

Direct link as to how their creative resulted in increase sales for similar types of clients

Keep the interest of the client. Be dynamic. If I don't even think you can market yourself well, I won't give you the time of day.

make a concerted effort to understand our product and market.

Show media coverage examples

make it personal - don't come in with super slick and shiny ... we see past that. Show results and bring client list

Sorry to say this, but you must bring creative ideas to the pitch.

Be concise & precise. If you can't hook me in the first 2 minutes, how can whatever you do for in messaging me hook my customers? My customers need flash pitches with strong hooks.

Focus on having an understanding of the company being pitched...and what is asked for in RFP.

Demonstrate you know my market in first minute.

I can read headlines myself. I don't need them read to me.

Understand our business and get familiar with our lingo which you can easily do just by spending some time on our website. I find it particularly onerous to have to explain our product line to someone I've already met with once and have explained it to and they still don't seem to understand us or worse, confuse us with a competitor and call us by the wrong name. Sheesh!

do your homework about the company you are presenting to - don't oversell

Be aware of past work of other agencies and build upon the investment made

See 24.

Listen to the client's strategy

be less formal, more conversational, less one-way pitch, this is about a partnership and a collaboration

focused and show ability to think

More relevant to my business.

If you had one piece of ***advice to agencies about their pitches/presentations*** (other than making them shorter) what would it be?

simple and straightforward catches my attention

make sure the people pitching are the ones we will see day-to-day

Utilize relevant materials

Be humble. And, make sure you call the company you are pitching to by the right name. Do your homework.

stay on task

Don't just show creative examples, back them up with solid metrics and results relevant to our business (B2B vs B2C), geographies (US-based vs global), and industry.

Make them relevant - no one in tech cares about the great campaign you did for a tattoo removal business - unless you can link that creative to why they are right for you.

Think out of the box but make sure that at least a portion of the presentation is relevant and actionable. We need partners to extend internal marketing teams but they should be willing to thoughtfully challenge the status quo of the current strategies. Most companies are looking for bigger thinking because they are mired down in the day to day of their business. Demonstrated best practices, results, case studies are key.

If you had one piece of ***advice to agencies about their follow-up*** after initial introductory meetings what would it be?

be very thankful and specific

Do not be a pest!

Use the time to answer questions that came up at the presentation. Clarify issues that were left unresolved. Do not continue introducing new concepts.

Email follow ups. Perhaps include results from other project work that the agency conducted.
JIM

Show your creativity in the follow up

n/a

Be patient, yet persistent. Email rather than call.

Male it quick, because I could easily forget you.

Less is more

none, most are pretty good with follow-up.

Write a succinct thank you note, without going "over the top."

Follow-up is necessary, but should not be too frequent.

n/a

Follow up once. Don't assume potential client has the urgency to close as you do.

Continue to send ideas of how we could improve our tools to show you are really thinking about how you could partner with us.

Be respectful of the decision timeline

Don't overwhelm us with calls and emails, sometimes a decision takes time.

Submit a "debrief" document within 24 hours of meeting. Keep everyone on the same page.

Present some general ideas on how you will meet the organization's goals

Do not pressure and allow the company to make the decision. make yourself available for questions, but do not pester.

If you had one piece of ***advice to agencies about their follow-up*** after initial introductory meetings what would it be?

Be fast and be targeted

n/a

n/a

big decisions (and investments) take time. Don't bully the client into a decision.

show you know how to listen to my needs. More than one time without being a pain. Don't forget to follow-up

take defeat graciously

be a resource

Quick turn on enhancements

COME BACK WITH A WOW FACTOR OF SUGGESTED THOUGHTS AND IDEAS OF THE CLIENT'S NEED.

Give specific followup on a key issue from the in person meeting.

Be authentic.

dont be a pest

Make it timely and refer to something relevant from the meeting. Let me know you were paying attention.

Stay in touch in a repetitive manner but don't overdo it.

Keep in contact with the client to let them know that you are interested. Never know when the client will be looking to change.

send presentation in writing (e-mail) after presentation. Follow up with a novel gift.

include addressing people who are below top management - the ones who will be supplying the content you need to develop our campaigns

Be proactive, offer continued support.

Do it.

If you had one piece of ***advice to agencies about their follow-up*** after initial introductory meetings what would it be?

Thank you letter to each individual that was in the presentation, and possibly a small gift. Ask if you can follow-up in one week.

Follow up immediately

Follow up in a timely manner and a few times. If you get responses, but not commitment, don't be afraid to tactfully ask why.

none

Be assertive but not obnoxious. Sometimes we need a nudge to keep moving but no one likes being shoved.

be specific with recommendations

be patient

Every presentation should have some sort of "special" something sent to the potential client as a "we listened" initiative.

i am too busy to answer my phone so I prefer email follow up - that way i can respond at any time of day or night.

Get insight into my timeline for decision making at respect that timeline. If you want to follow-up to keep your name out there, do so by sending a new case study, or something you feel would pique my interest, don't just inundate me with phone calls.

don't follow up so often. Things don't move at a rocket's pace, rather we make our agency decisions slowly and deliberately.

Check in and inquire if we have any questions regarding the introductory meeting. Ask us for any additional information regarding current KPI/status of the brand that would help them refine creative concepts and ask if there were any areas that we felt needed more attention for future visits

Follow up pretty simple actually do it

Be patient.

Follow up! It's amazing how many people don't.

Unless it is a close call, follow up does not matter. if it is close, asking the right questions is key.

If you had one piece of ***advice to agencies about their follow-up*** after initial introductory meetings what would it be?

do not be pushy in following up. It takes time to decide on an agency

Less is more - Just because acquiring the business is at the top of your priority list, it doesn't mean this project / decision is at the top of mine.

Courtesy thank you, any additional insights gained during the meeting.

Don't get indignant on the phone if you are not chosen.

dunno

listen to the client contact about timing and respect it.

Be timely, straightforward, and respectful.

A hand-written personal thank you, immediately. Then, a written (or electronic) communication summarizing your understanding of the needs and how you will commit to working with and responding to those needs.

just respect how busy I am get to the point

follow up, but don't badger

follow thru on what you heard in the pitch

ask for both positive and negative feedback.

Followe up but don't pester.

Send a good old fashioned hand, written thank you note.

Don't be overly aggressive. Most times corporation decision making takes a little time. Calling me twice a week does not help

Dont overdo it.

Have a flexible plan in mind - especially where money is concerned. We may not be able to do the whole project but have something else to offer.

No advice.

If you had one piece of ***advice to agencies about their follow-up*** after initial introductory meetings what would it be?

Be prepared. Keep to schedule. Do the work - don;t keep asking me for the copy and concept and then just layout what I gave you.

Find common ground. Don't be over-agressive. Find a solution for a problem which may have been presented in introductory meeting.

You may be really really good at what you do and we still may not do business with you. But don't give up. Stay in periodic contact and keep scanning for opportunities.

send personal notes thanking company for the opportunity

Don't make assumptions as to why one agency is chosen over another. Ask if you need to know. Respect the choice and learn from it.

Show me in your follow-up what the daily/weekly account interaction will be like if we bring you on board.

Do your research

relax...we'll get to you when we decide...also if there were things that were discussed in mtg that needs follow up do ti thoughtfully and quickly

Listen

nothing

know your client

short and sweet is best

make sure budgets are as close as possible for tactics being presented

Be persistent yet professional.

Pay attention to the timeline the prospective client provides and follow-it.

Most had good follow-up, but don't be a stalker

Follow up but don;t be a pest, and please, please, don't keep telling me how great a fit you'd be for my business - that's my call not yours.