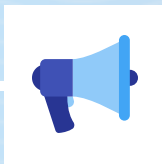


Building Awareness For Your Agency

We often hear agencies talk about the struggle of standing out in a sea of similar firms - here's 3 things to consider in trying to boost your agency's signal above the noise.

Positioning



All marketing agencies do the same thing. Unfair? Maybe, but that's exactly how a new prospect views your offering. Brands are looking to fill a specific need, and they're looking for an agency uniquely equipped to do it.

Maybe it's industry expertise or a capability you specialize in. Whatever your unique selling proposition is, lean into it and make it the central theme at the core of your messaging.

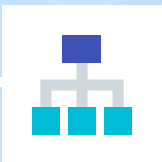
Case Studies



Case studies demonstrating your previous work are an excellent first touchpoint – offering immediate credibility through the clients you've worked with, the challenges you've helped overcome, and the results you've driven.

The good news is this: you've likely already done the legwork on these by virtue of your work with clients. The key now is to get credit for those success stories.

Outreach



The final piece in finding your way into the minds of prospects isn't a complex one, but sometimes proves to be the most difficult: getting your positioning and case studies into the hands of your prospects.

Even the best positioning needs the essentials: effective communication, a recognition of the prospect's challenges, and polite persistence to keep your agency top of mind for when the timing is right.

Want more? Check out our social channels for the latest agency new business content.