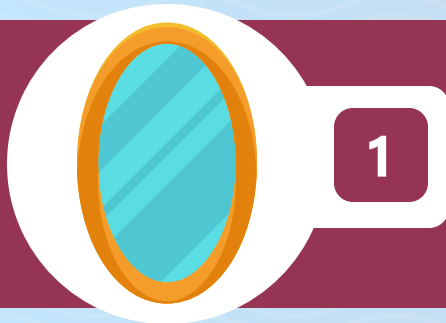


### Honing In Your Prospect Targeting

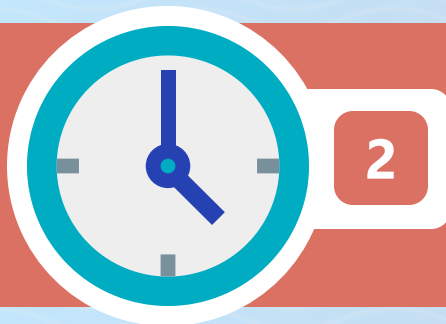
All the outreach in the world won't help if it's targeted toward the wrong prospects for your agency. Here's some things to keep in mind in defining your target audience.



1

#### Know Your Positioning

As you plot your course, take a look in the mirror and answer a few questions about your agency: Are you specialized for one or more industries? Does your work relate across multiple sectors? How are you different than other agencies?



2

#### Use Past Work In Future Content

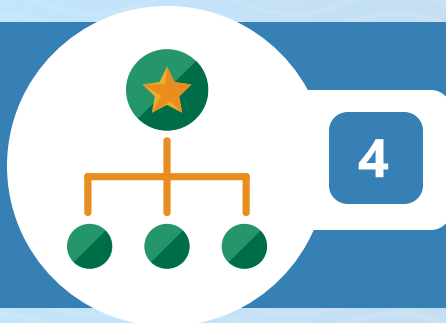
Take stock of where the bulk of your experience lies to determine what to focus on; make sure that you're able to draw a connection from work you've done to the companies you're reaching out to.



3

#### Consider Your Location

Consider the location of your potential new clients. We often recommended starting close to home and moving outward, but the surge of work-from-home solutions has created a much more open market for agencies across the country.



4

#### Find Right-Fit Titles

Do you need to target the CMO for a discussion about brand strategy, or does it make more sense to talk to a Marketing Director about project work? Focusing your outreach on the right titles will increase the chance of meaningful conversations.

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