Looking For Love (29% of respondents)

In for the long haul
This segment sees their agency as a critical partner for business success. They don’t expect their agency to know everything but they do expect they’ll know where to find the best answers.

They believe it’s important to develop a long-term relationship with their agency, even when they don’t have a specific initiative in mind.

We want it all
Not only does this group want to buy strategy but they want their agency to be full service, offering a wide range of marketing services.

Snapshot:
Agencies are trusted partners
Hire for strategy
Lowest marketing budget
Count on their agency for an unbiased outside opinion

Playing the Field (38% of respondents)

Agencies fill the gaps
This group believes that it’s their best option to work with individual experts in each of their needed marketing disciplines and they buy tactical support.

Don’t get too comfortable
They strongly believe that it’s important to change agencies periodically, even if they’re doing a good job.

They’re more likely than the other segments to value multiple agency offices and being wined and dined by their agency.

Snapshot:
Agencies are a necessary evil
Hire for niche expertise
Highest budgets among segments
Youth and enthusiasm outweighs age and experience

Single and Satisfied (33% of respondents)

We know best
This segment believes they know exactly what they need and want. They are the least likely to say agencies are the best resource for marketing strategy.

This segment reports fewer marketing challenges overall.

It’s a party
While they are most likely to have multiple agencies, they’re also likely to work with all of those agencies for 3+ years.

Snapshot:
We write our own marketing plan
Agencies are good source of ideas we can execute on our own
Least likely to work with just one agency

What they all agree on
While they are all very different, the three segments are unanimous on a few things:

Agencies need to stop being pushy. This was the #1 response.

Agencies need to communicate more often, providing regular updates and listening.

Agency costs need to be more transparent.

A guarantee, examples of specific results for clients and recommendations from someone they trust create the most positive impressions.

While the majority have worked with marketing freelancers, agencies are clearly favored vs. freelancers with regard to strategic thinking, expertise and being client-focused.

Results from a custom quantitative attitudinal segmentation study conducted in the summer of 2014. Full report can be found at: www.agencymangementinstitute.com/research2014.