

Looking For Love (29% of respondents)



Snapshot:

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



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.

Playing the Field (38% of respondents)



Snapshot:

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



Agencies fill in 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.

Single and Satisfied (33% of respondents)



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



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.

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.