

Title	Susan & Drew	Background	Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes
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# The Agency Edge

## RESEARCH SERIES

Segmentation Research Results  
 Summer 2019

**AMI** Eyes Only



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# The Agency Edge

## RESEARCH SERIES



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## The Agency Edge

RESEARCH SERIES

Since 2014, Susan and Drew have developed original quantitative research studies every year to help marketing agencies better understand their clients and employees.

**This series is called "The Agency Edge".**

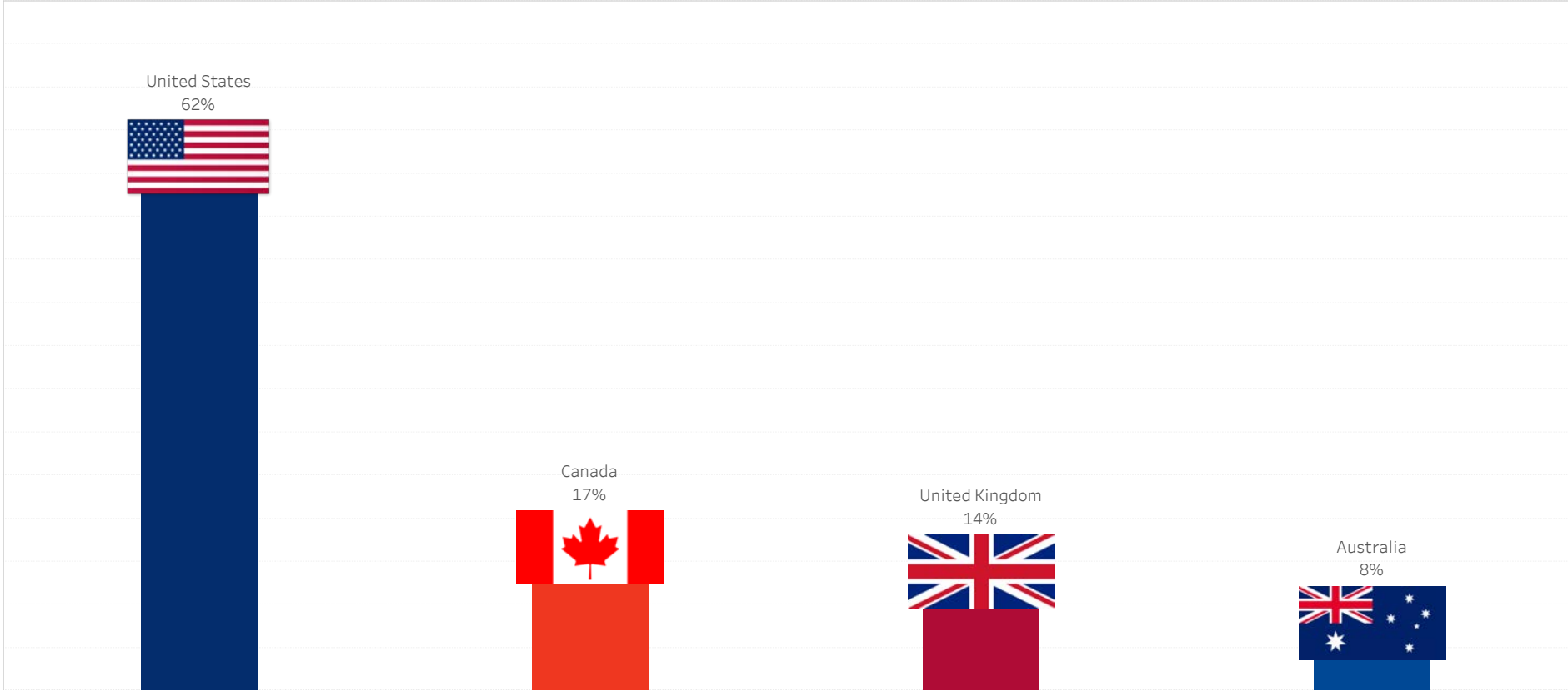
For our 2019 study,  
we decided to revisit the topic of our first study in 2014:  
How clients choose their agencies  
and the kind of agency relationships they want.



Title	Susan & Drew	Background	Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes
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1,060 agency clients participated in the online survey.

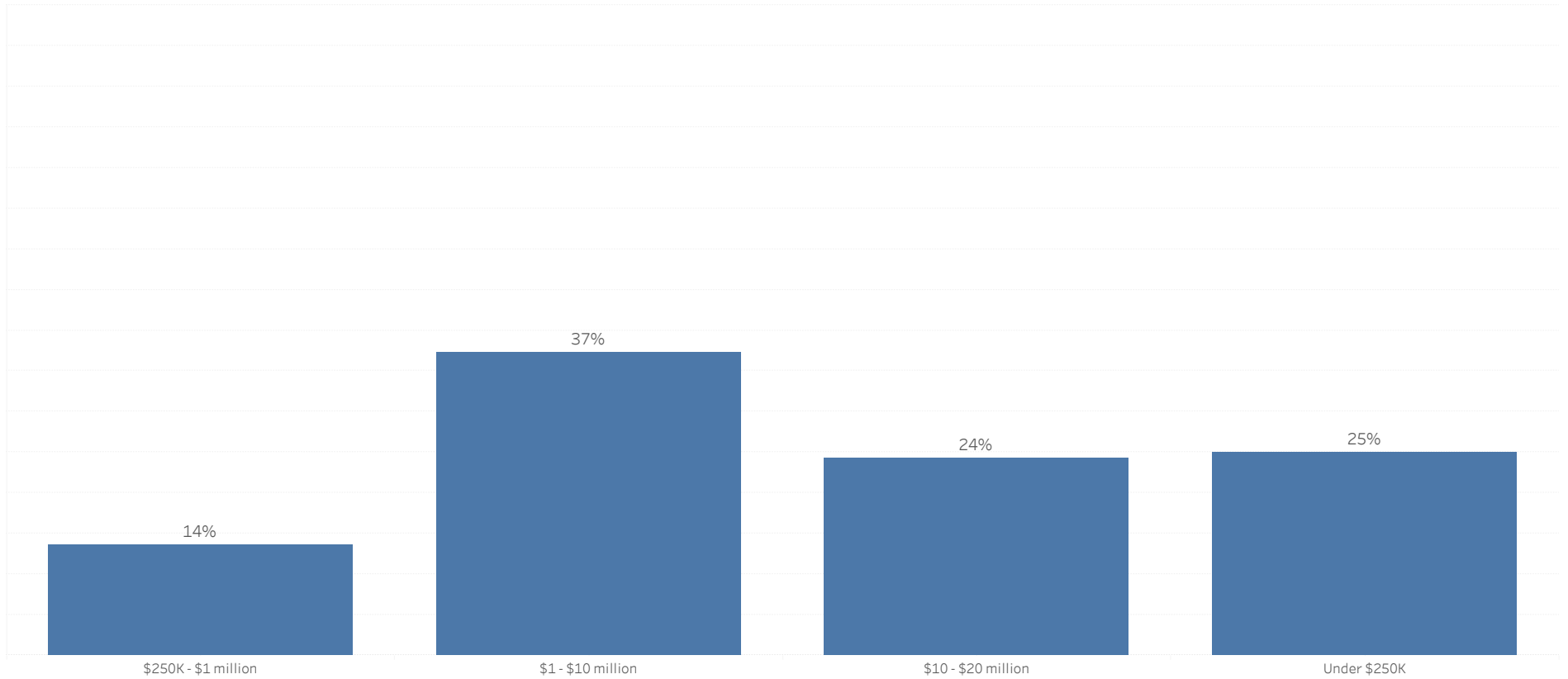
Respondents by Country



Title	Susan & Drew	Background	Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes
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Respondent organizations have marketing budgets up to \$20 million.

Respondents by Budget



Susan & Drew	Background	Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes	Playing the Field - New Attitudes
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## The Agency Edge RESEARCH SERIES

### Confidence in the Data

Margin of error at 95% confidence:

Overall respondent group (1,060 respondents):  $\pm 2.9$  percentage points

USA (655):  $\pm 3.8$  percentage points

Non-USA (405):  $\pm 4.8$  percentage points



Background	Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes	Playing the Field - New Attitudes	Single and Satisfied - Change Since 2019
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## The Agency Edge RESEARCH SERIES

# Attitudinal Segmentation

**Segmentation was based exclusively on ratings of attitudinal statements.**

Neither the number of segments nor their defining attitudes were predetermined.

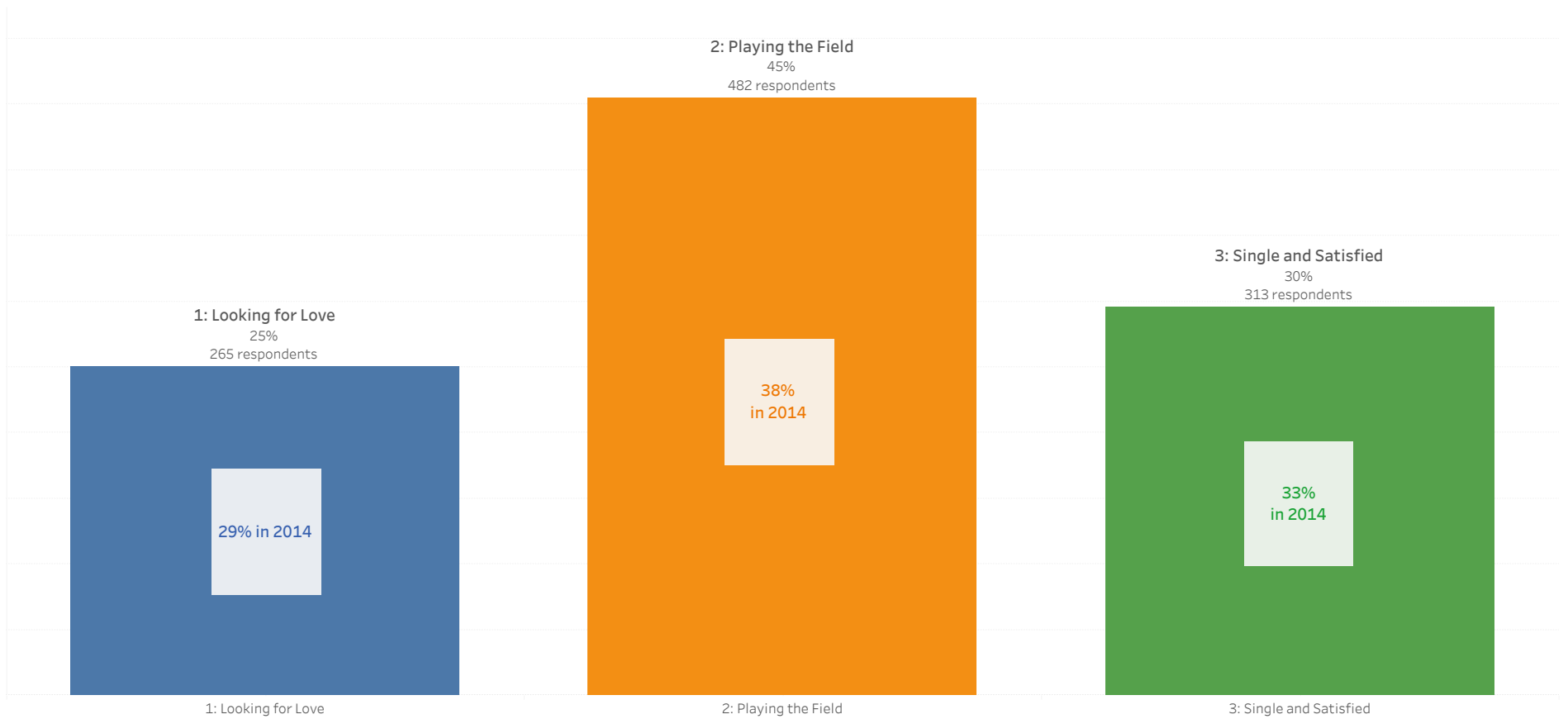
All resulted organically from a purely mathematical analysis.

**Each segment represents a group of respondents  
for whom a particular set of attitudes are strongly connected.**



Respondents by Country	Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes	Playing the Field - New Attitudes	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes
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Analysis organically identified three distinct attitudinal segments - the same segments we found in 2014.





Marketing Budget	Confidence in the Data	Segmentation Title	Segments	Looking for Love - New Attitudes	Playing the Field - New Attitudes	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget
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As in 2014, Looking for Love respondents value long-term agency partnerships and strategic input. In 2019, Looking for Love includes two new attitudes.

### 1: Looking for Love

SEGMENT  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

It's important to develop a long-term relationship with an agency.		4.8 5.1 5.8	5.2
A marketing agency is a critical partner for business success.		5.0 5.8	5.2
The main value of working with a marketing agency is to generate new ideas.		4.9 5.1 5.6	5.2
Marketing is more effective when it's conducted by professionals.		4.8 5.0 5.9	5.1
I don't expect my agency to know everything, but I do expect they'll know where to find the best answers.		4.9 5.7	5.1
Marketing today requires a lot of specific technical expertise.		4.5 5.1 5.7	5.1
Marketing agencies are the best resource for the latest marketing trends.		4.5 5.2 5.5	5.1
Marketing agencies are better at coming up with innovative ideas.		4.8 5.0 5.5	5.1
The best marketing agency for my organization needs to offer a wide variety of services and expertise.		4.9 5.4	5.0
Small marketing agencies are more focused on their clients' needs.		4.4 5.2 5.4	5.0
The most important function of a marketing agency is to provide an unbiased, outside opinion about our marketing needs and strategies.		4.8 5.0 5.5	5.0
The main value of working with a marketing agency is to do marketing activities our staff doesn't have time to do.		4.4 5.1 5.5	5.0
The best marketing agencies can handle any marketing tactic in-house.		4.7 5.0 5.3	5.0
My organization needs the perspective of outside experts to determine our marketing needs.		4.5 5.0 5.5	5.0
My organization needs the perspective of outside experts to assess the effectiveness of our marketing efforts.		4.2 5.0 5.5	4.9
The best option for my organization's marketing support is to work with individual experts in each of our needed marketing disciplines.	1-Disagree completely	4.8 5.0	4.9

How do you feel about the following statements?

Playing the Field respondents consider agencies a necessary evil. In 2019, this group reflects frustration with their organization’s marketing activities and the cost of outside marketing.

SEGMENT  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

2: Playing the Field



How do you feel about the following statements?

1-Disagree completely

7-Agree completely

Segmentation Title	Segments	Looking for Love - New Attitudes	Playing the Field - New Attitudes	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country	Characteristics Title
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Single and Satisfied respondents say their organizations have a good handle on marketing tactics and developments in the industry. What's missing in 2019 is the idea that agencies are a good source of ideas the client can execute on their own.

SEGMENT  
 1: Looking for Love  
 2: Playing the Field  
 3: Single and Satisfied

3: Single and Satisfied

My organization keeps up to date on new marketing tactics and approaches.		<p>4.6 4.9 5.3</p>	4.9
My organization understands today's marketing environment well.		<p>4.5 4.8 5.4</p>	4.9
My organization understands the best marketing tactics for our needs.		<p>4.7 4.9 5.1</p>	4.9

How do you feel about the following statements?

1-Disagree completely

7-Agree completely

# Non-differentiating attitudes aren't associated with defining a segment, but still can reflect differences in attitudes between groups.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

## Non-Differentiating Attitudes

Marketing agencies are the best resource for strong marketing strategy.		5.1 5.4	5.1
The main value of working with a marketing agency is to develop a strategy for our marketing efforts.		5.0 5.4	5.1
Marketing agencies are the best resource for tactical marketing execution.		4.8 5.0 5.3	5.0
Finding the right marketing agency is mostly about good personality fit.		4.8 5.1	5.0
Agencies are a good source of marketing ideas we can execute on our own.		4.7 5.1	5.0
The best marketing agency for my organization needs to specialize in a particular aspect of marketing.		4.7 4.9	4.8
Marketing is changing too fast for my organization's internal team to keep up with new developments on our own.	4.0	5.0	4.7
My organization would be lost without outside marketing help.	4.2	4.7 5.0	4.7
My organization has the expertise to do our own marketing, but not the time.	4.1 4.4	5.0	4.6
Large marketing agencies have the best talent.	4.1 4.4	5.0	4.6
In marketing, youth and enthusiasm outweigh age and experience.	3.8 4.1	5.0	4.4

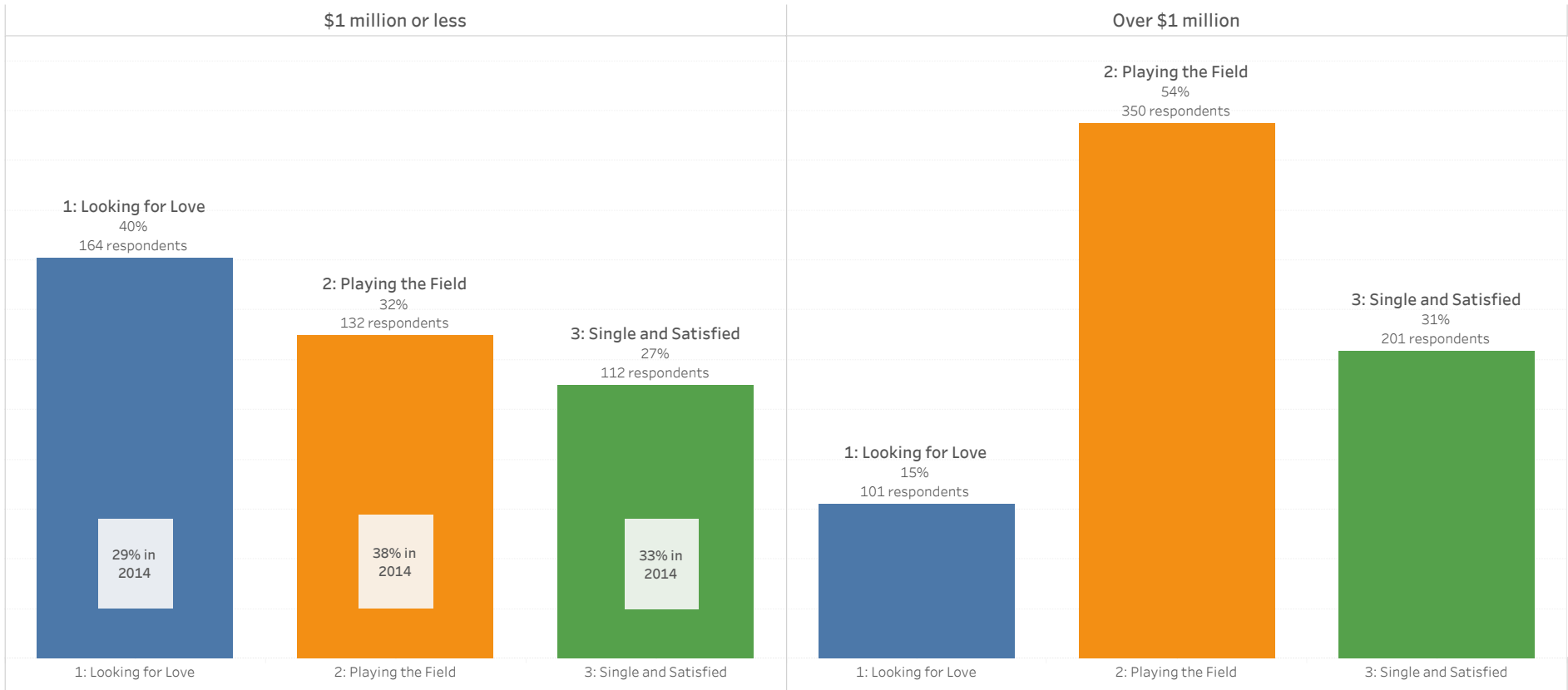
How do you feel about the following statements?

1-Disagree completely

7-Agree completely

Among those with budgets \$1M or less, Looking for Love has grown. Those with budgets over \$1M in the 2019 study are dramatically more likely to be Playing the Field.

Segments by Annual Marketing Budget

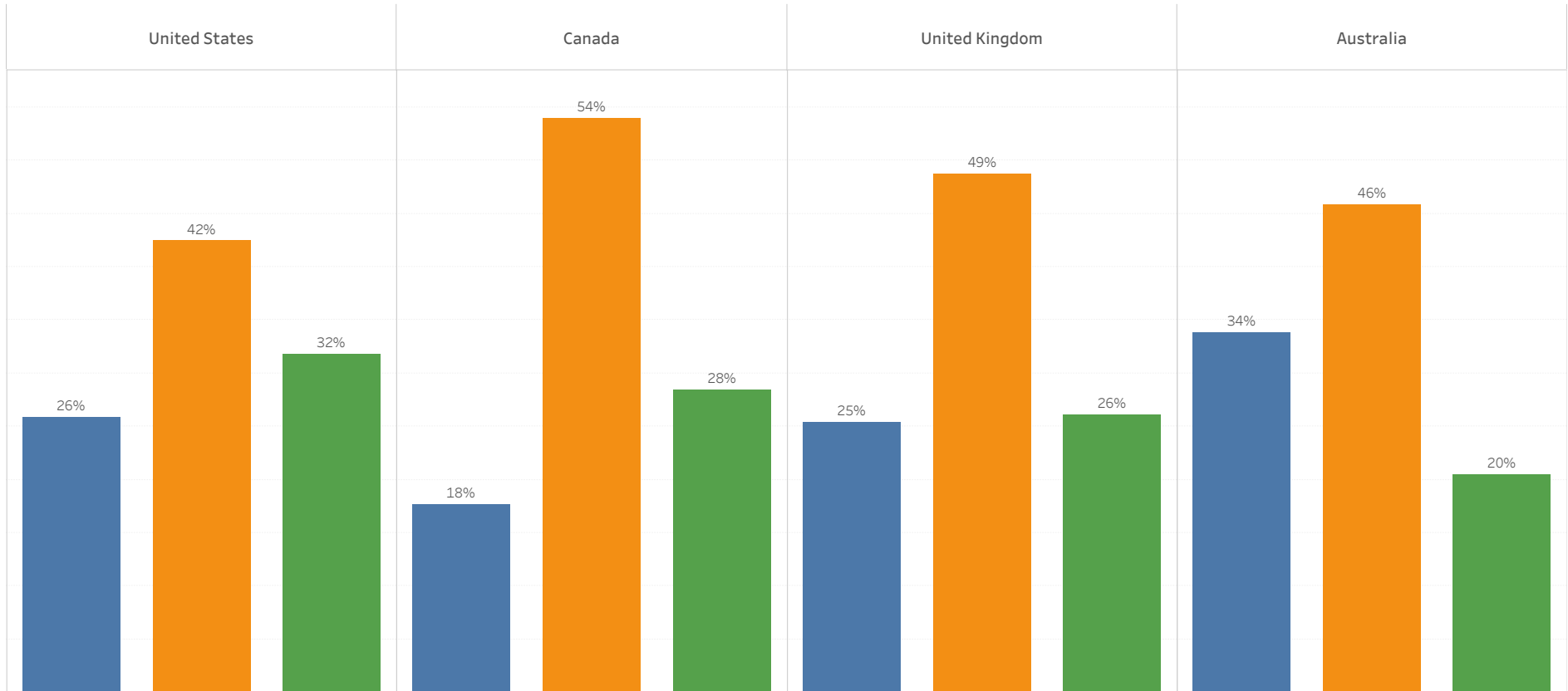


View Selector  
By Country

SEGMENT  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

In all countries studied, Playing the Field is the largest segment by a significant margin.

Segments By Country



Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country	Characteristics Title	Respondent Age	Marketing Budget	Differences by Budget Title	Respondents Under 40 Manage Bigger Budgets
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## Respondent Characteristics

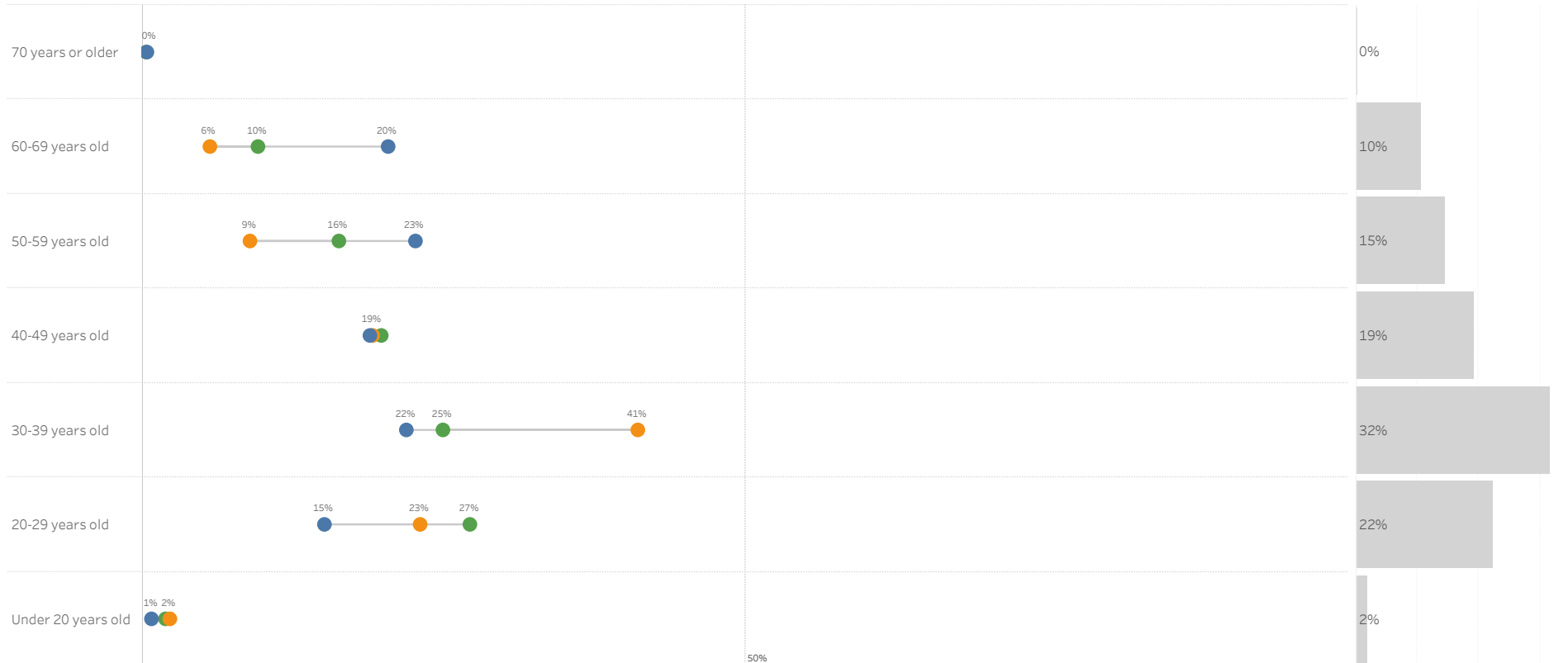


Older respondents are more likely to be Looking for Love segment members. Those under 40 are more likely to be Playing the Field.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Age - By Segment



What is your age?

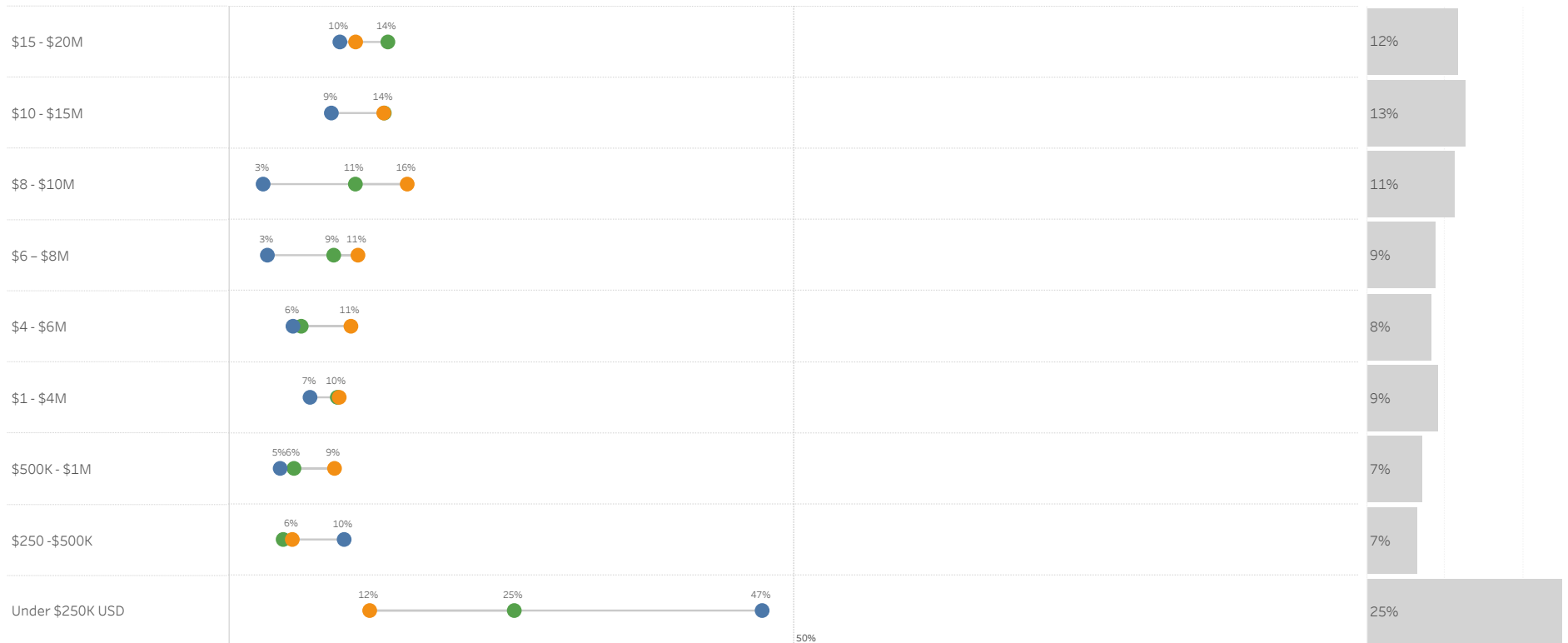


View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Respondents with marketing budgets under \$250K are 2-4x more likely than other segments to be Looking for Love.

Annual Marketing Budget - By Segment



What is your organization's gross annual marketing budget for this year (not including personnel costs)?

Segments by Country	Characteristics Title	Respondent Age	Marketing Budget	Differences by Budget Title	Respondents Under 40 Manage Bigger Budgets	Marketing Budget by Respondent Age	Respondents with Bigger Budgets Have More Agencies	Number of Agencies by Budget
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# The Agency Edge

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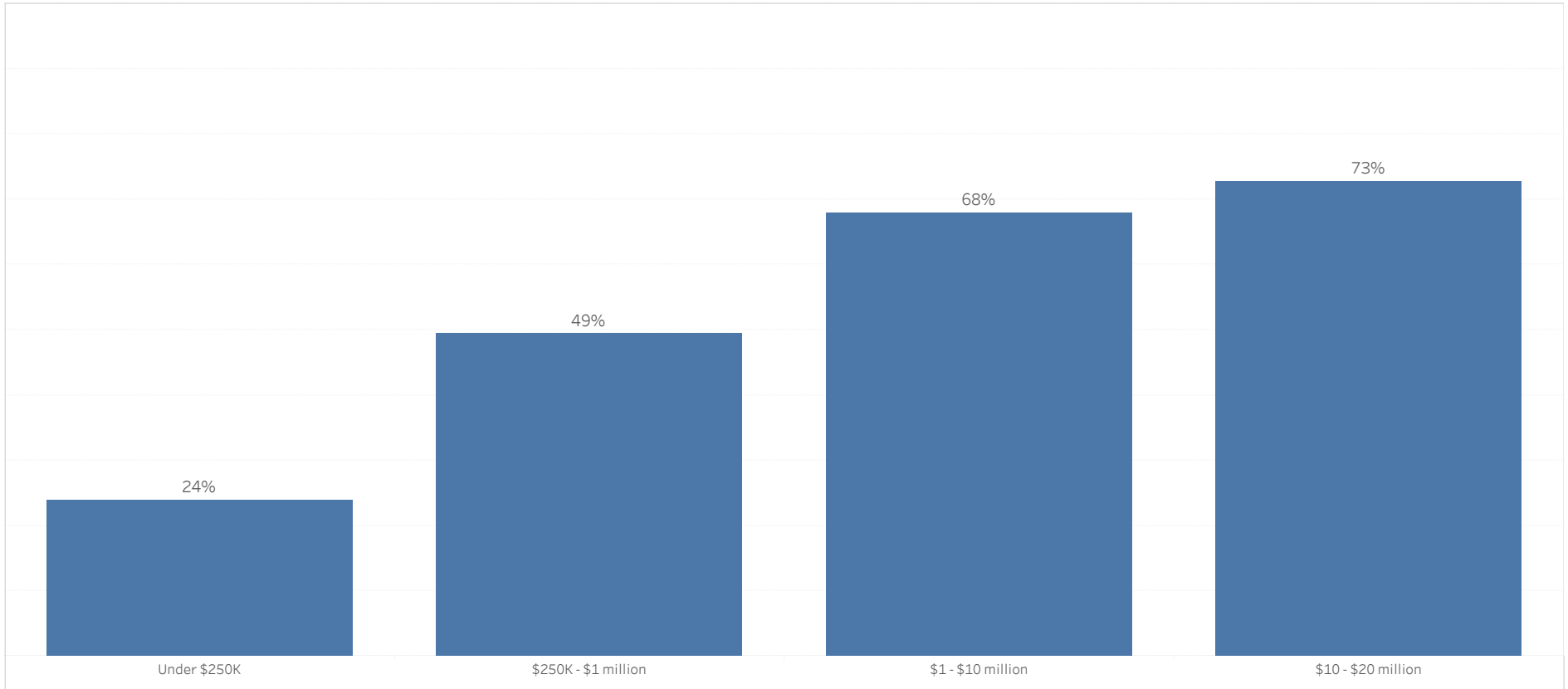
## Differences by Budget



Characteristics Title	Respondent Age	Marketing Budget	Differences by Budget Title	<b>Respondents Under 40 Manage Bigger Budgets</b>	Marketing Budget by Respondent Age	Respondents with Bigger Budgets Have More Agencies	Number of Agencies by Budget	Bigger Budgets Outsource More of their Marketing
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Respondents under 40 are far more likely than older respondents to be managing bigger budgets.

% of Respondents in Budget Group Under Age 40

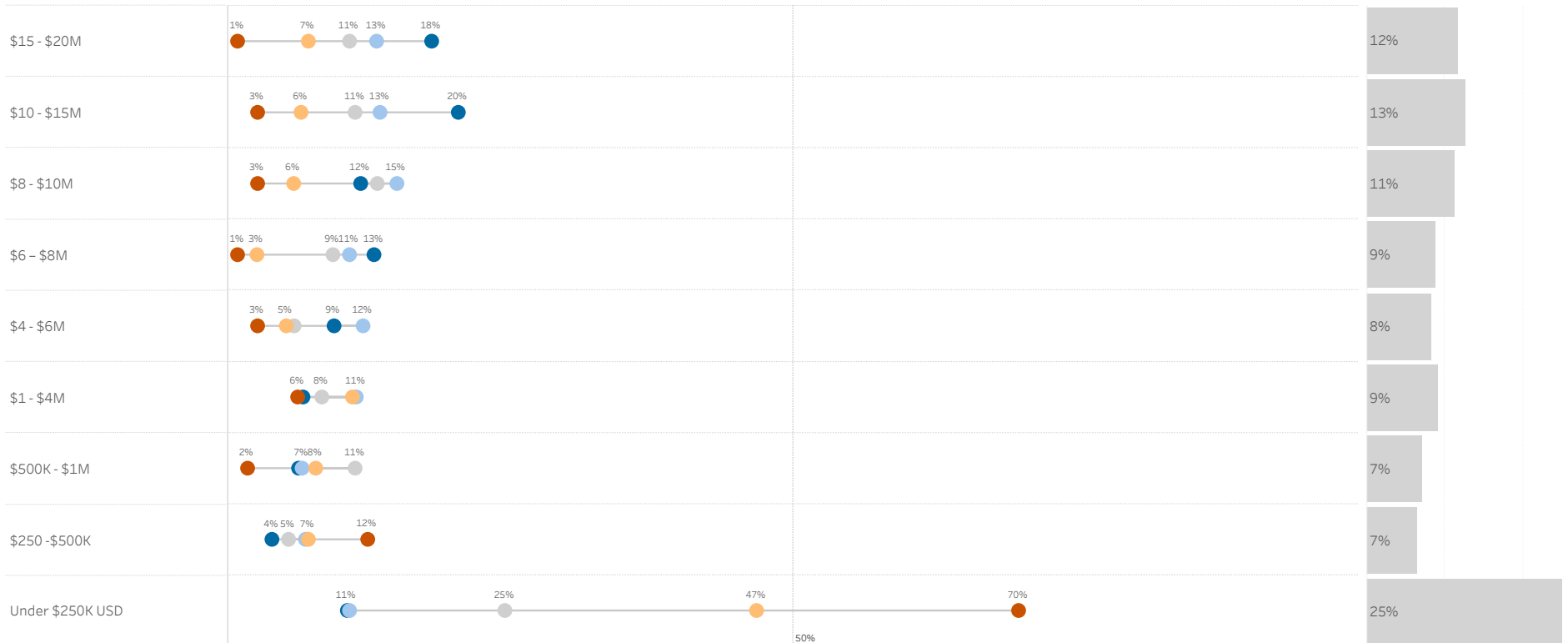


View Selector  
By Respondent Age

- View Group
- 60+
  - 50-59
  - 40-49
  - 30-39
  - Under 30

## Younger respondents manage bigger budgets.

Annual Marketing Budget - By Respondent Age

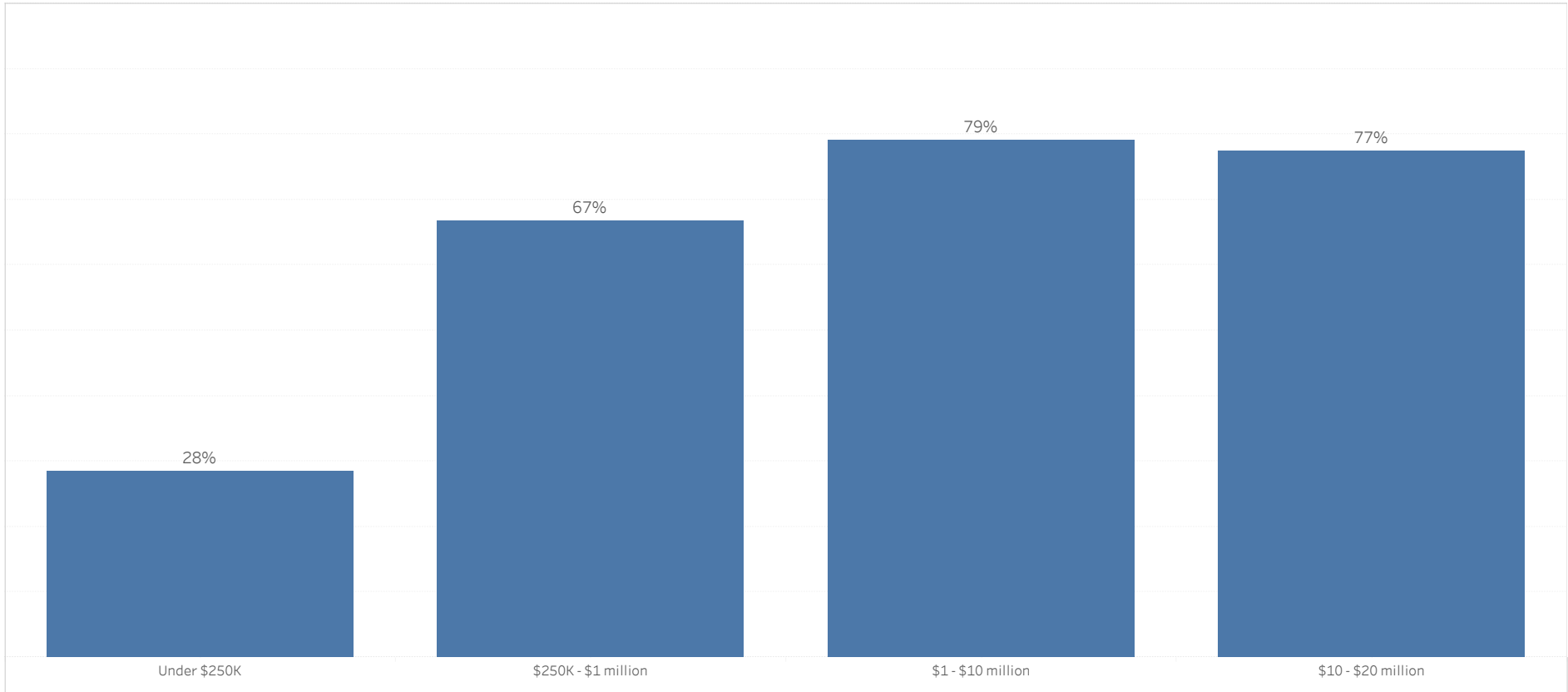


What is your organization's gross annual marketing budget for this year (not including personnel costs)?

Marketing Budget	Differences by Budget Title	Respondents Under 40 Manage Bigger Budgets	Marketing Budget by Respondent Age	<b>Respondents with Bigger Budgets Have More Agencies</b>	Number of Agencies by Budget	Bigger Budgets Outsource More of their Marketing	% of Marketing Outsourced by Budget	All Segments Outsource Content Marketing to Agencies
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Those with bigger budgets are much more likely to be working with more than one agency.

% of Respondents in Budget Group with More Than One Agency

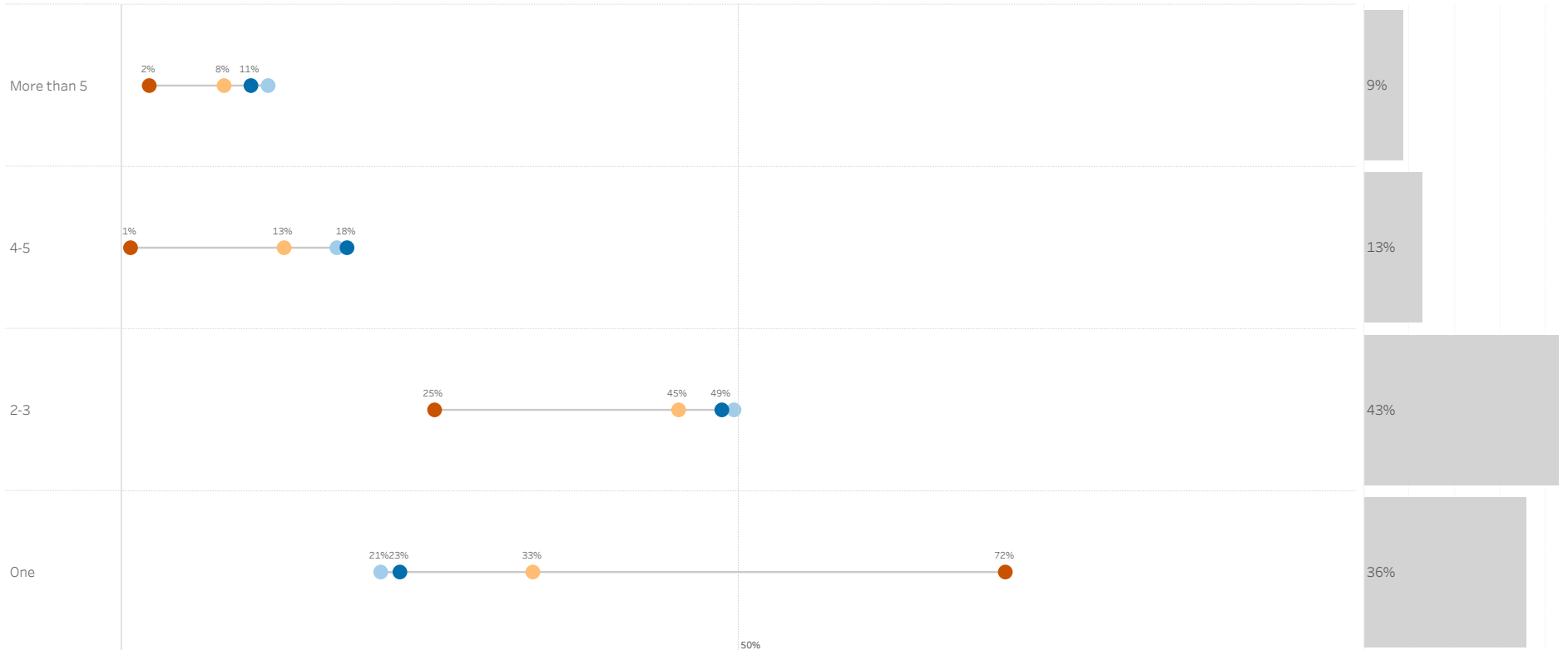


View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

Clients with bigger budgets have more agencies.

Number of Agencies - By Budget

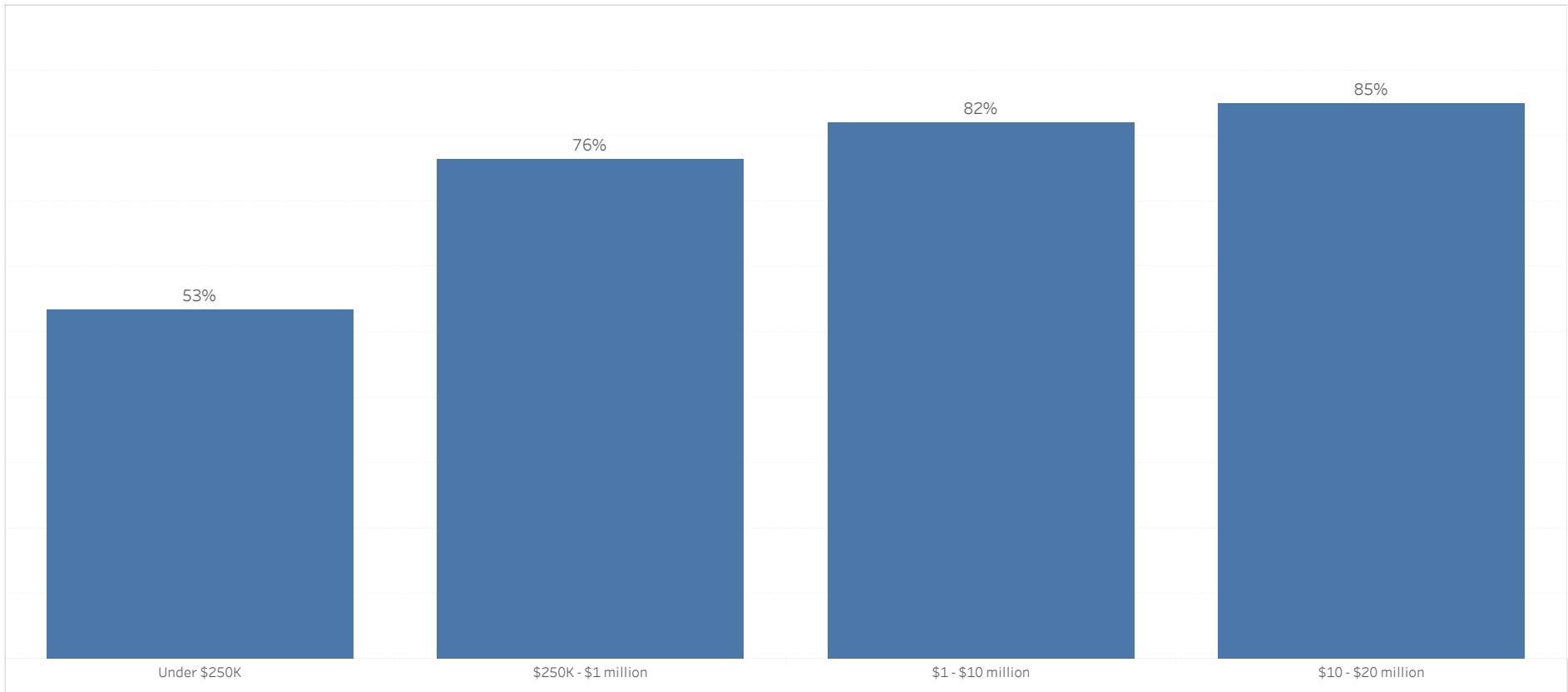


How many advertising or marketing agencies currently work with your organization?

Respondents Under 40 Manage Bigger Budgets	Marketing Budget by Respondent Age	Respondents with Bigger Budgets Have More Agencies	Number of Agencies by Budget	<b>Bigger Budgets Outsource More of their Marketing</b>	% of Marketing Outsourced by Budget	All Segments Outsource Content Marketing to Agencies	Why Outsource Content Marketing	Working with Out-of-Market Agencies Title
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Those with bigger budgets are more likely to be outsource more of their marketing activities.

% of Respondents in Budget Group Outsourcing More than 25% of Marketing

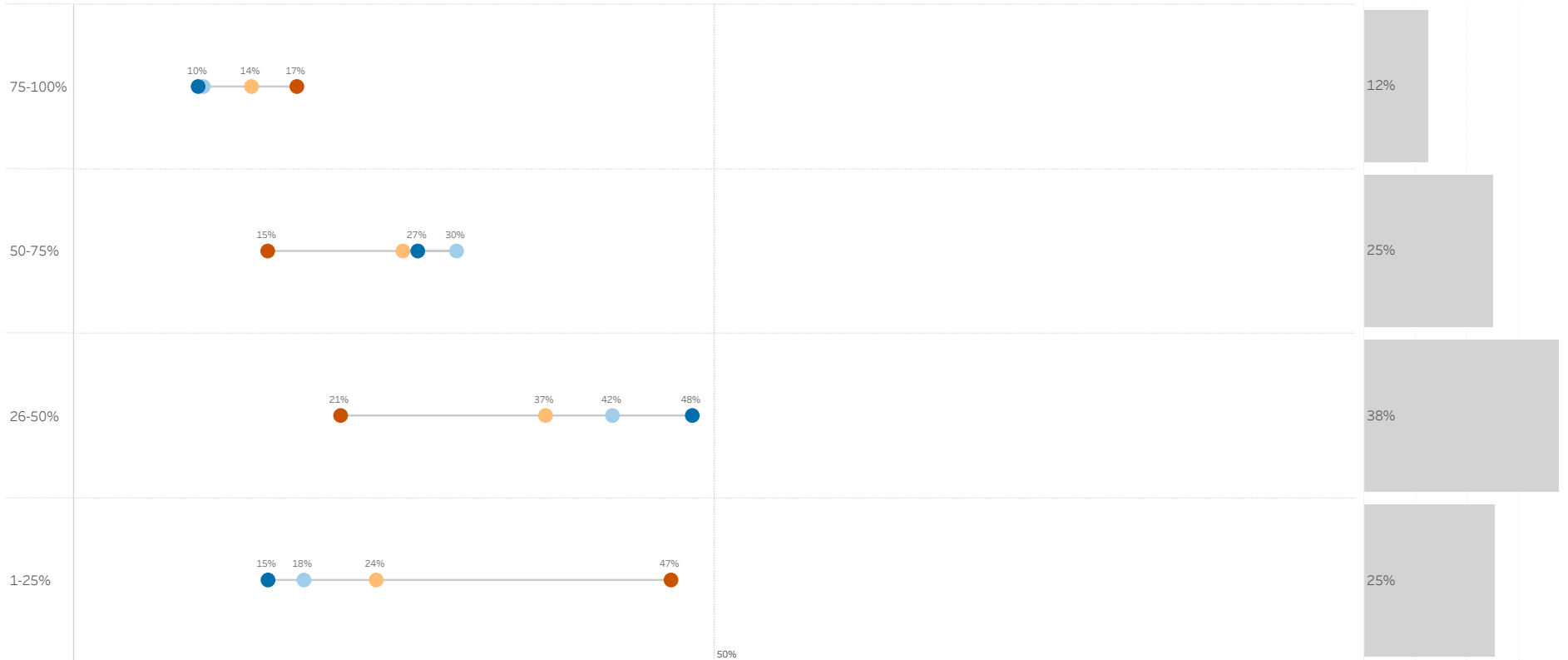


Those with larger budgets typically outsource more of their marketing work.

View Selector  
By Budget

- View Group
- \$10 - \$20 million
  - \$1 - \$10 million
  - \$250K - \$1 million
  - Under \$250K

Percentage of Marketing Work Outsourced - By Budget



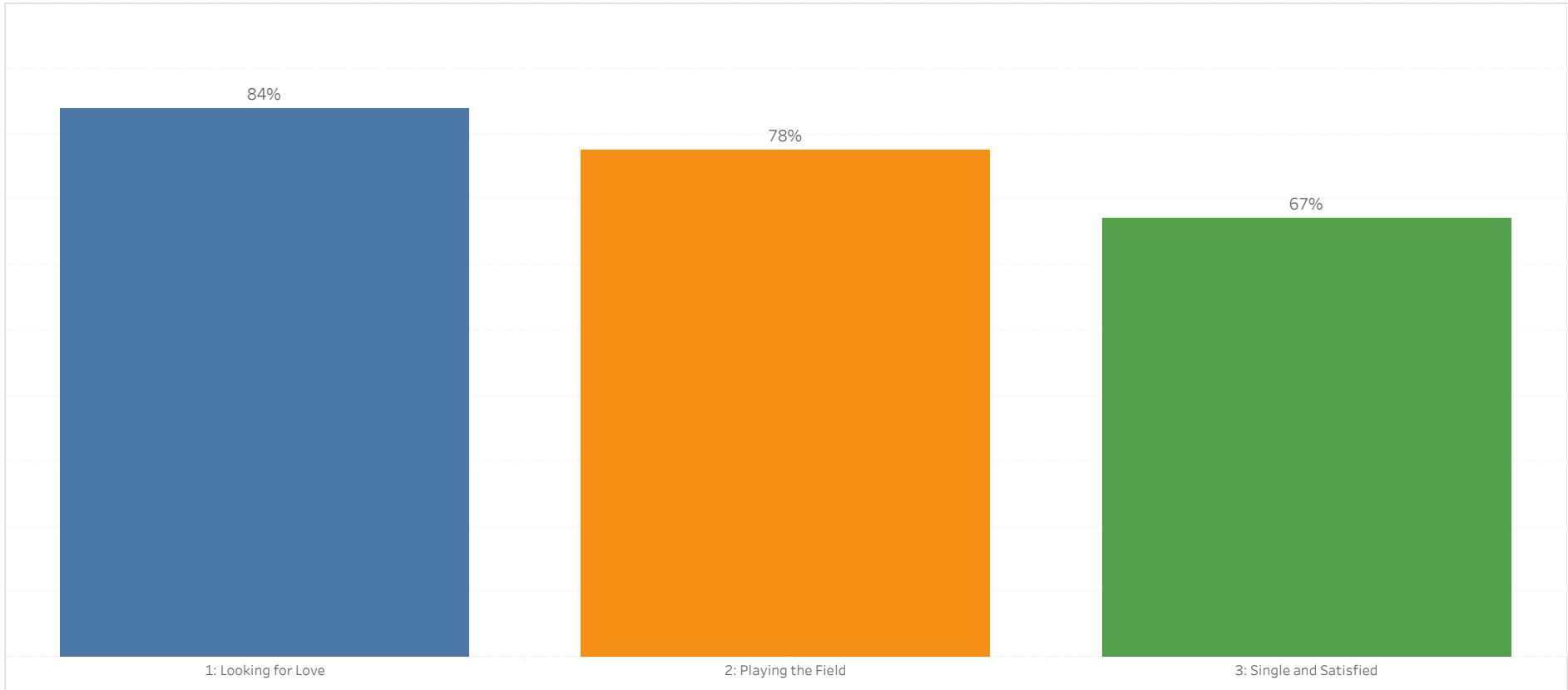
What percentage of marketing work do you outsource?



Respondents with Bigger Budgets Have More Agencies	Number of Agencies by Budget	Bigger Budgets Outsource More of their Marketing	% of Marketing Outsourced by Budget	<b>All Segments Outsource Content Marketing to Agencies</b>	Why Outsource Content Marketing	Working with Out-of-Market Agencies Title	Many Using Agencies More Than 200 Miles Away	Segments by Work with Out-of-Market Agencies
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All segments are outsourcing content marketing to agencies.

% Outsourcing Content Marketing to Agencies

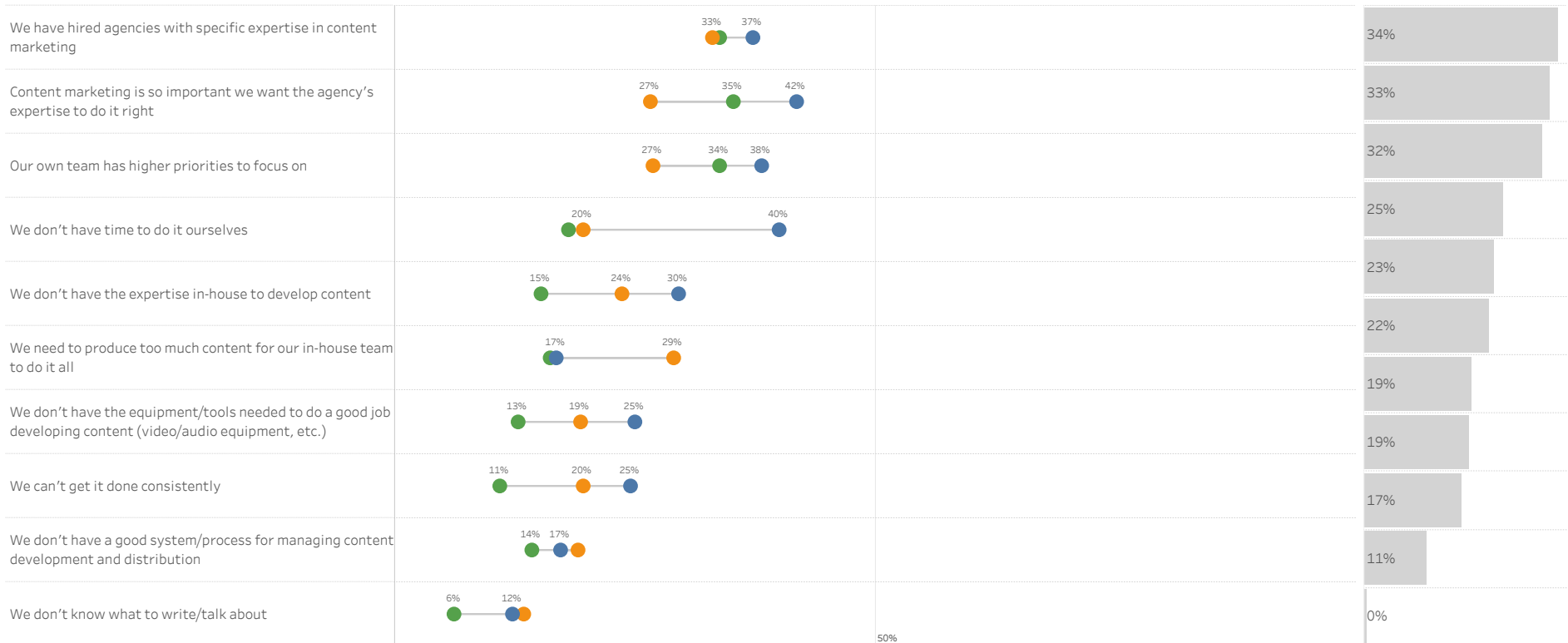


Many of those who outsource content development say it's important enough to warrant the specific expertise of agencies.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Why Outsource Content Marketing - By Segment



Why do you outsource content development to an agency or agencies? Choose all that apply.

Bigger Budgets Outsource More of their Marketing

% of Marketing Outsourced by Budget

All Segments Outsource Content Marketing to Agencies

Why Outsource Content Marketing

Working with Out-of-Market Agencies Title

Many Using Agencies More Than 200 Miles Away

Segments by Work with Out-of-Market Agencies

Where Out-of-Market Agencies are Located

Why Use Out-of-Market Agencies

# The Agency Edge

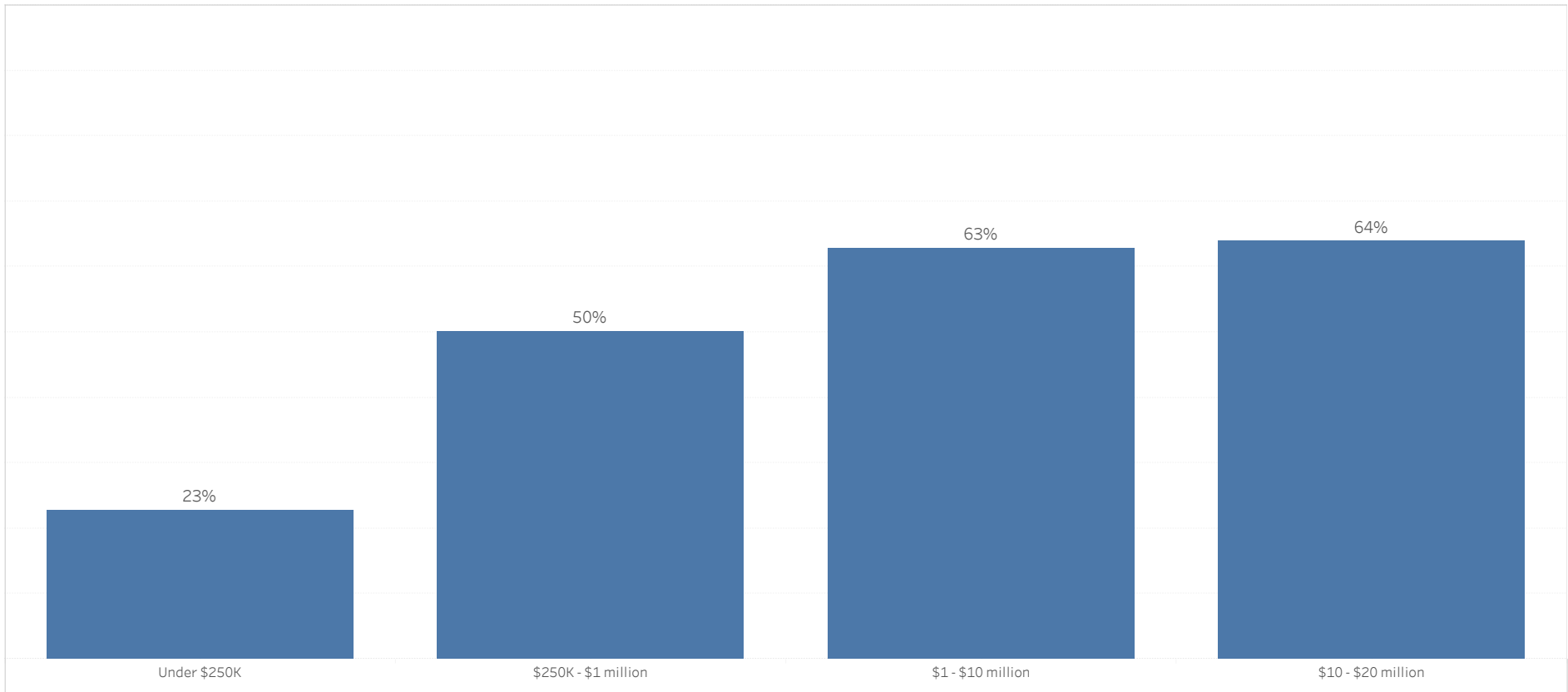
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## Working with Out-of-Market Agencies



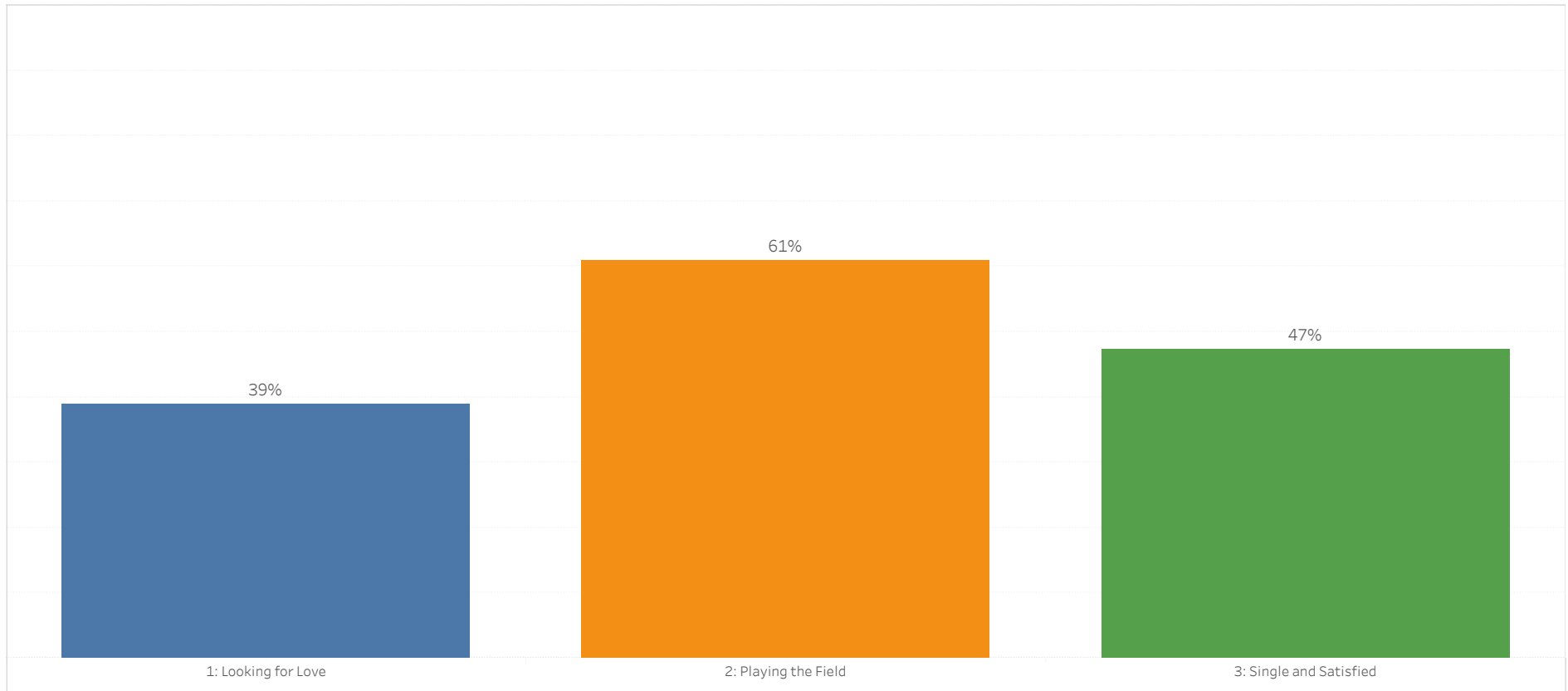
Over half of respondents say they are working with agencies more than 200 miles away. Those with large budgets are most likely.

% of Respondents in Budget Group Working with Out-of-Market Agencies



Those who work with out-of-market agencies are much more likely to be Playing the Field.

% Working with Out-of-Market Agencies

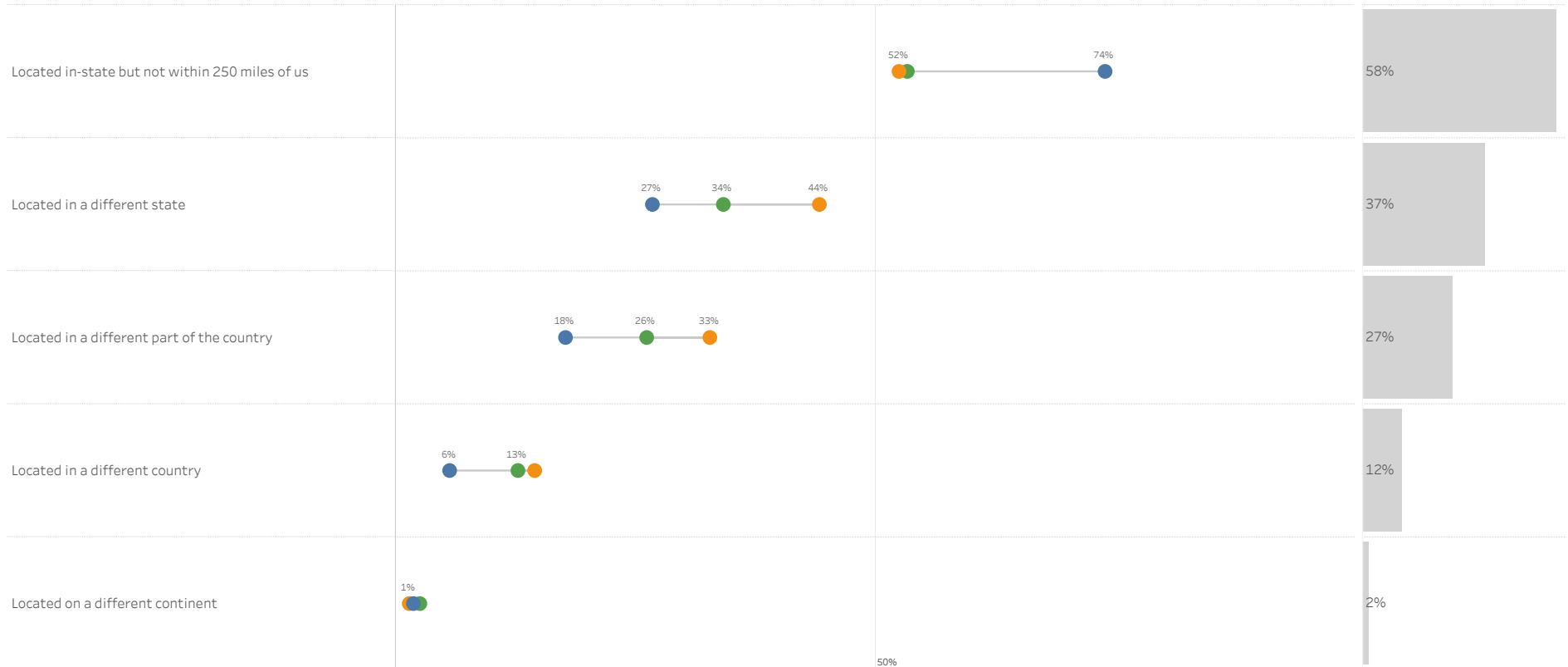


For many respondents, out-of-market agencies are still in-state. 37% work with agencies out of state, and 12% with agencies out of the country.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

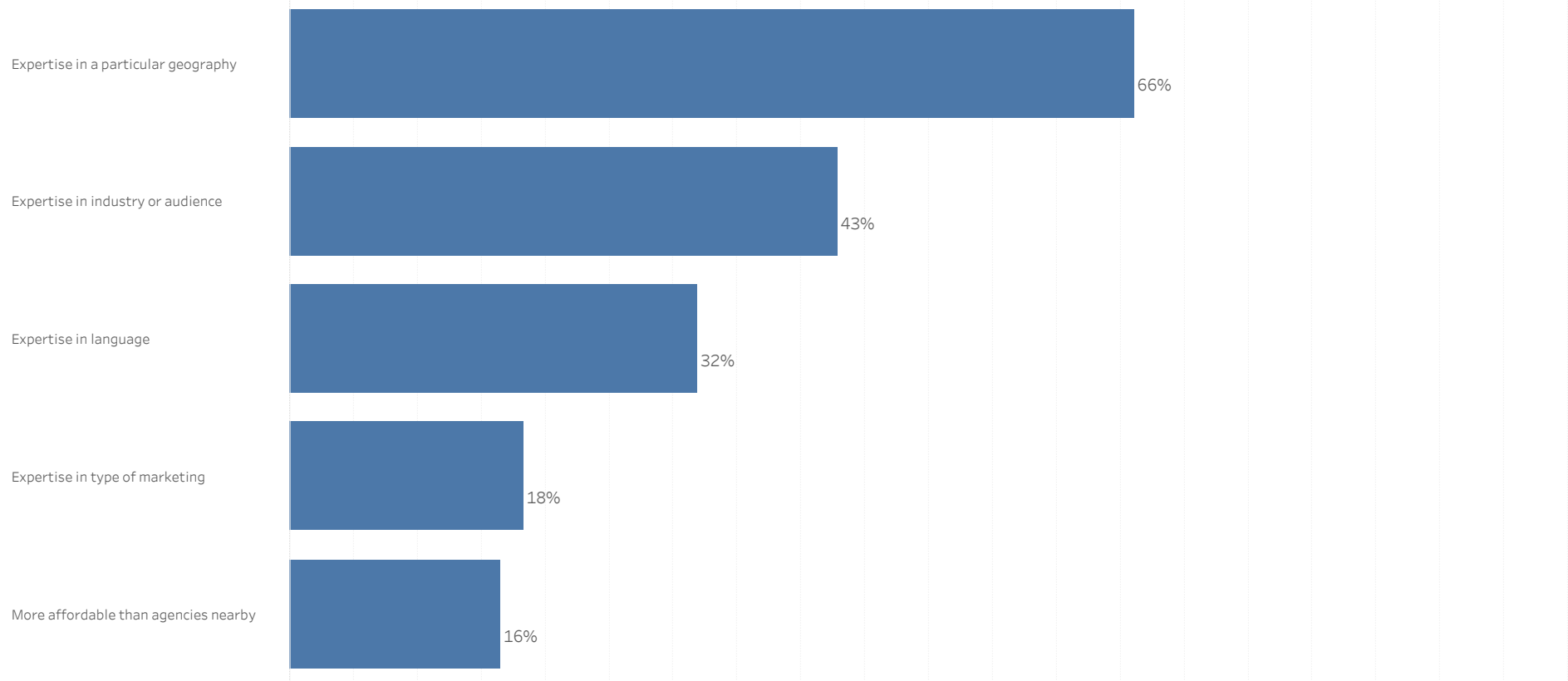
Where Their Non-Local Agencies are Located - By Segment



Which of the following apply to marketing or advertising agencies you work with? Choose all that apply.

Expertise is the primary reason clients are working with out-of-market agencies. Cost is much less of a factor.

### Why Use Out-of-Market Agencies

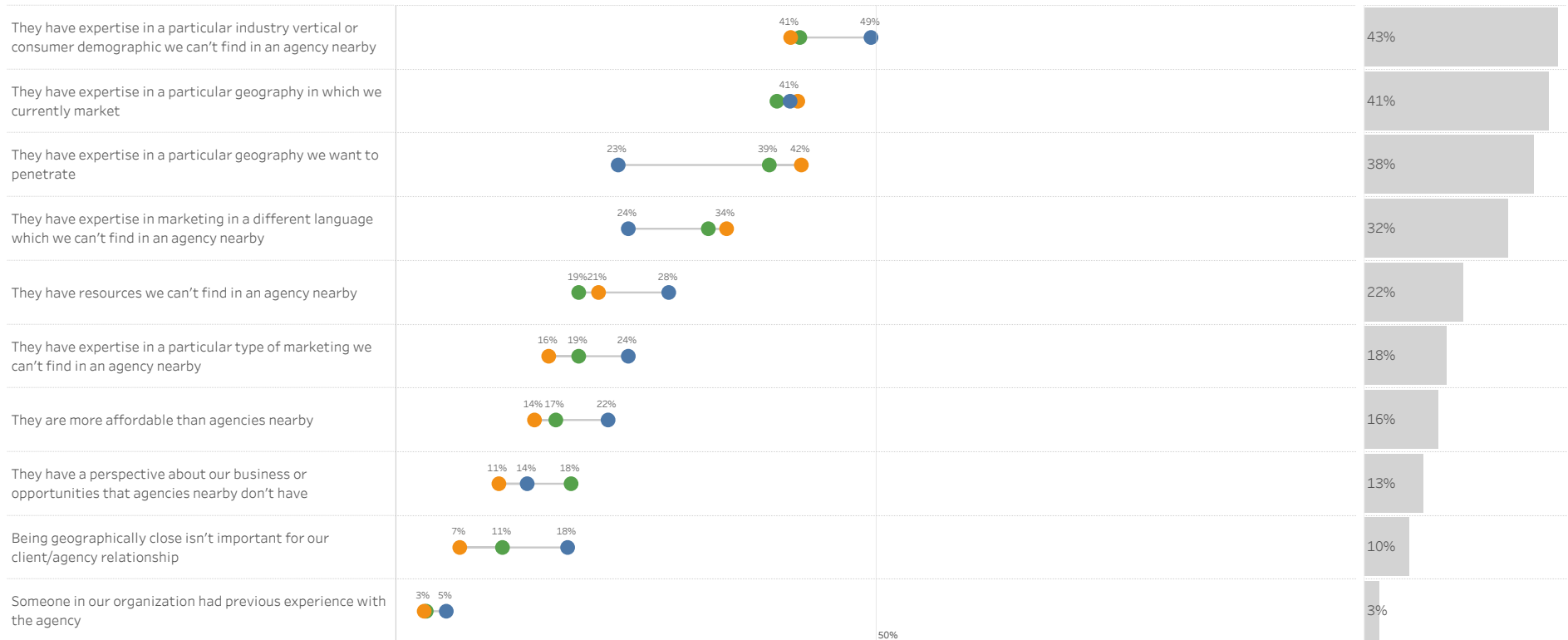


View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Those using out-of-market agencies often say it's due to a specific industry, audience or location-based expertise. Cost is only cited by 16%.

### Why Use Out-of-Market Agencies - By Segment



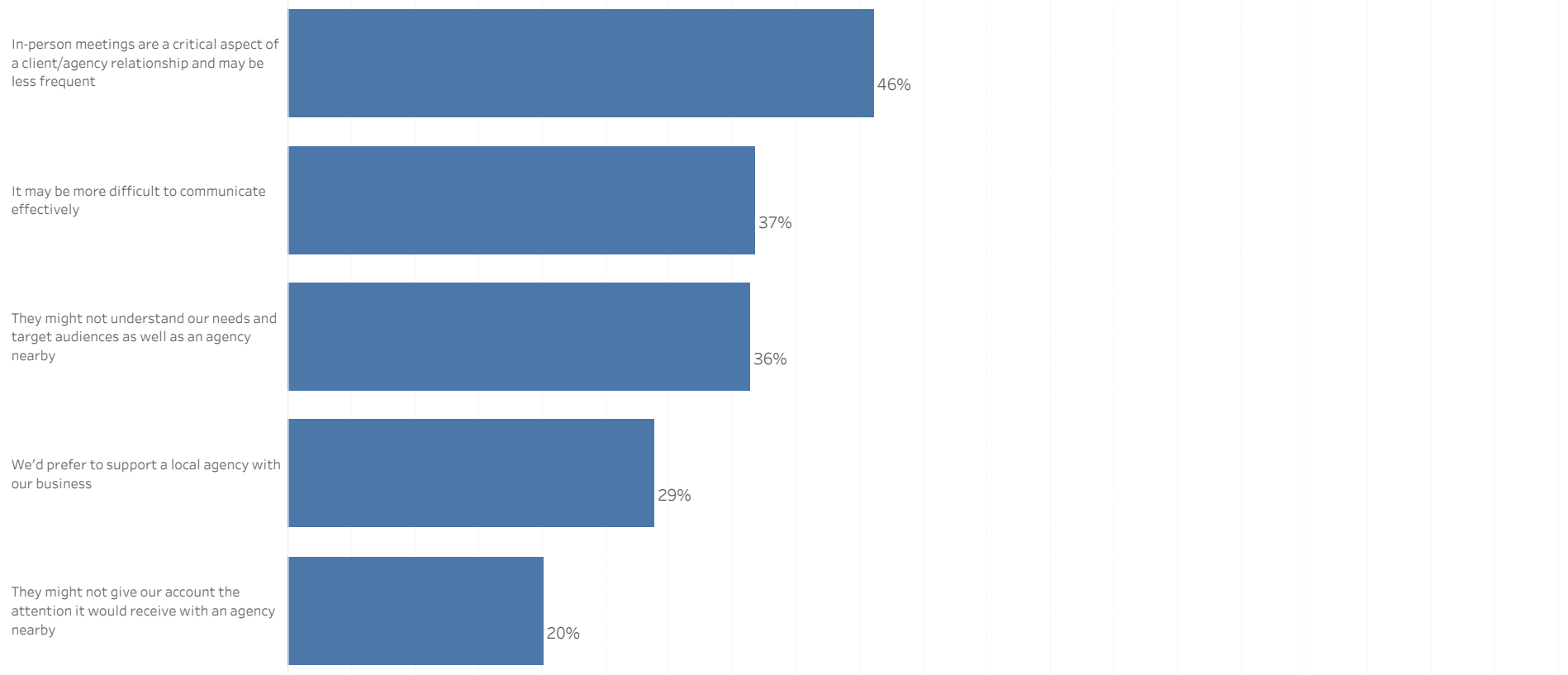
Why do you work with an agency or agencies that aren't located nearby? Check all that apply.



Segments by Work with Out-of-Market Agencies	Where Out-of-Market Agencies are Located	Why Use Out-of-Market Agencies	Why Use Out-of-Market Agencies	Concerns About Working with Out-of-Market Agencies	Concerns with Out-of-Market Agencies	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget
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Concerns about interaction lead the list of worries about working with out-of-market agencies.

### Concerns About Out-of-Market Agencies

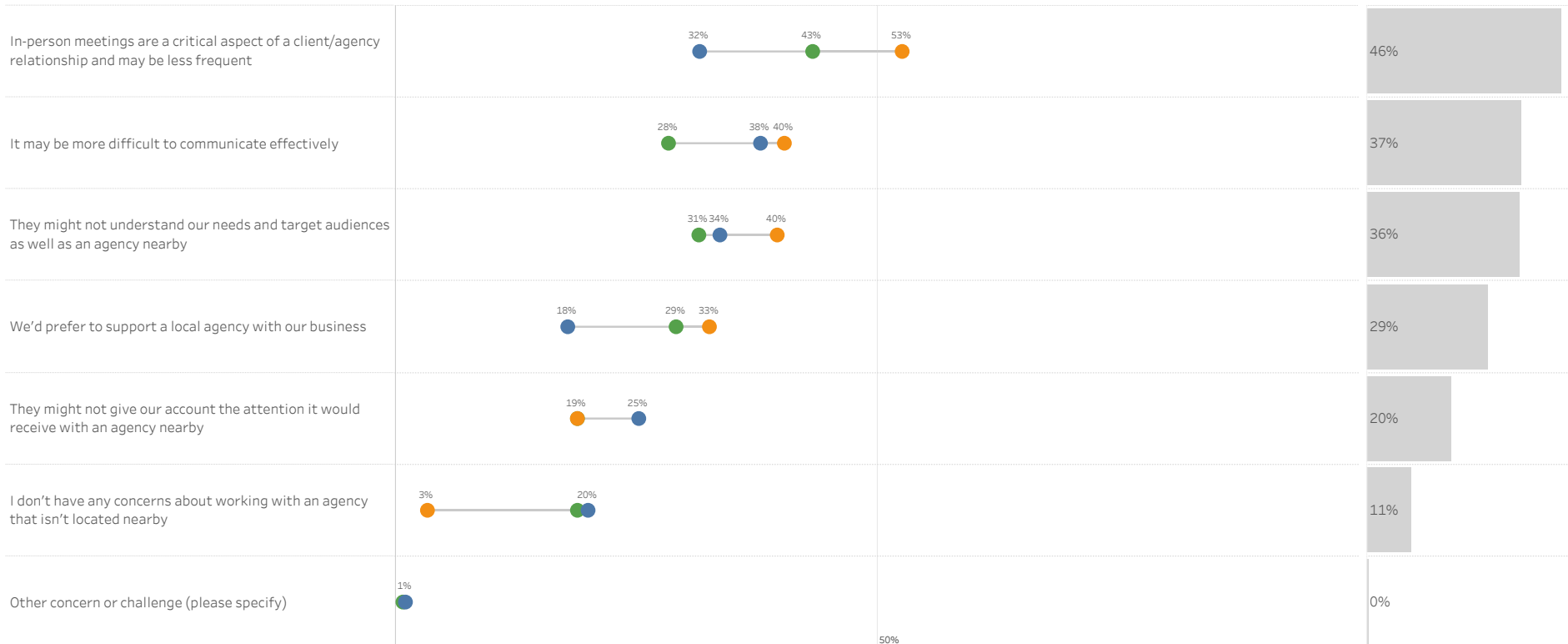


View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Nearly half say that less frequent in-person meetings are a concern. Playing the Field respondents share more concerns than other segments.

Concerns About Working with Out-of-State Agencies - By Segment



50%

Do you have any concerns or challenges with respect to working with agencies that aren't located nearby? Choose all that apply.

Why Use Out-of-Market Agencies	Why Use Out-of-Market Agencies	Concerns About Working with Out-of-Market Agencies	Concerns with Out-of-Market Agencies	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget
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# The Agency Edge

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## Involvement of Agency Owners

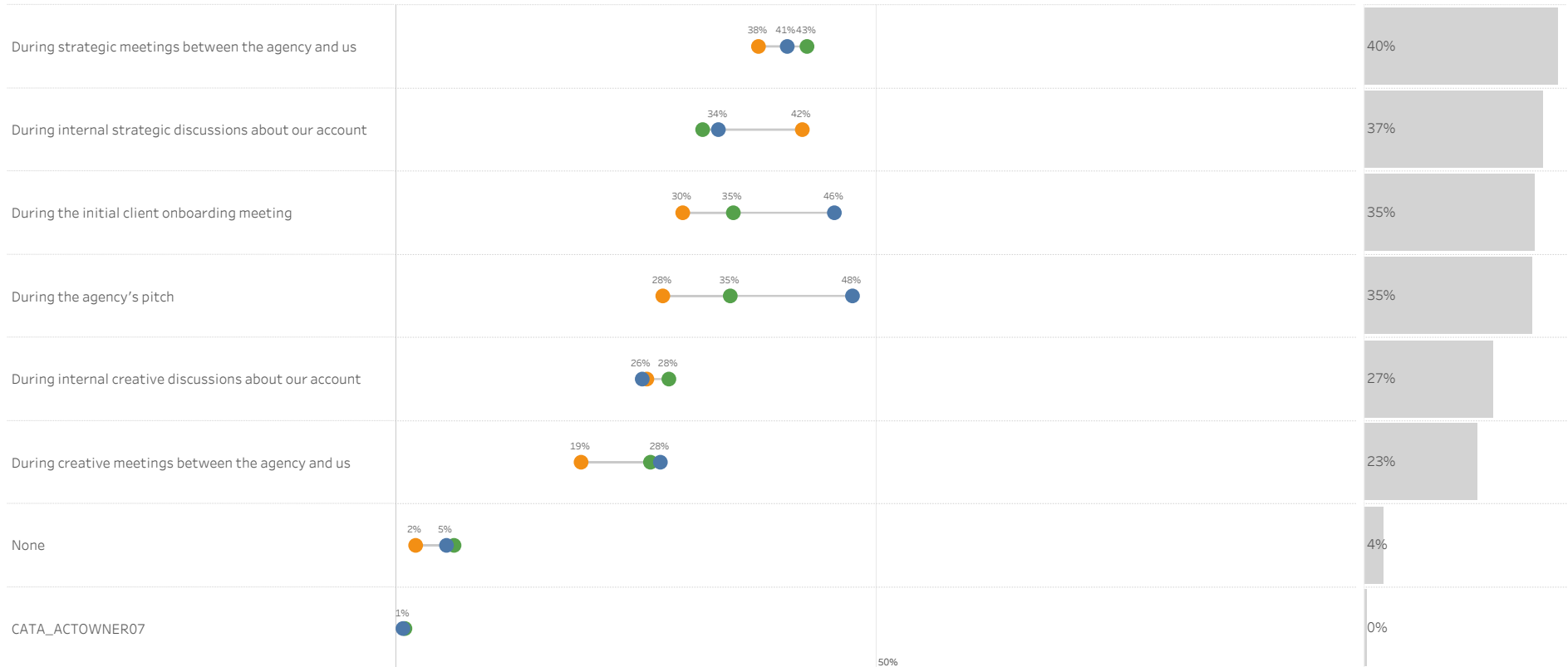


Respondents are most likely to say that agency owners have been present during strategic meetings, during the pitch and initial onboarding.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

When Agency Owner Has Been Present - By Segment



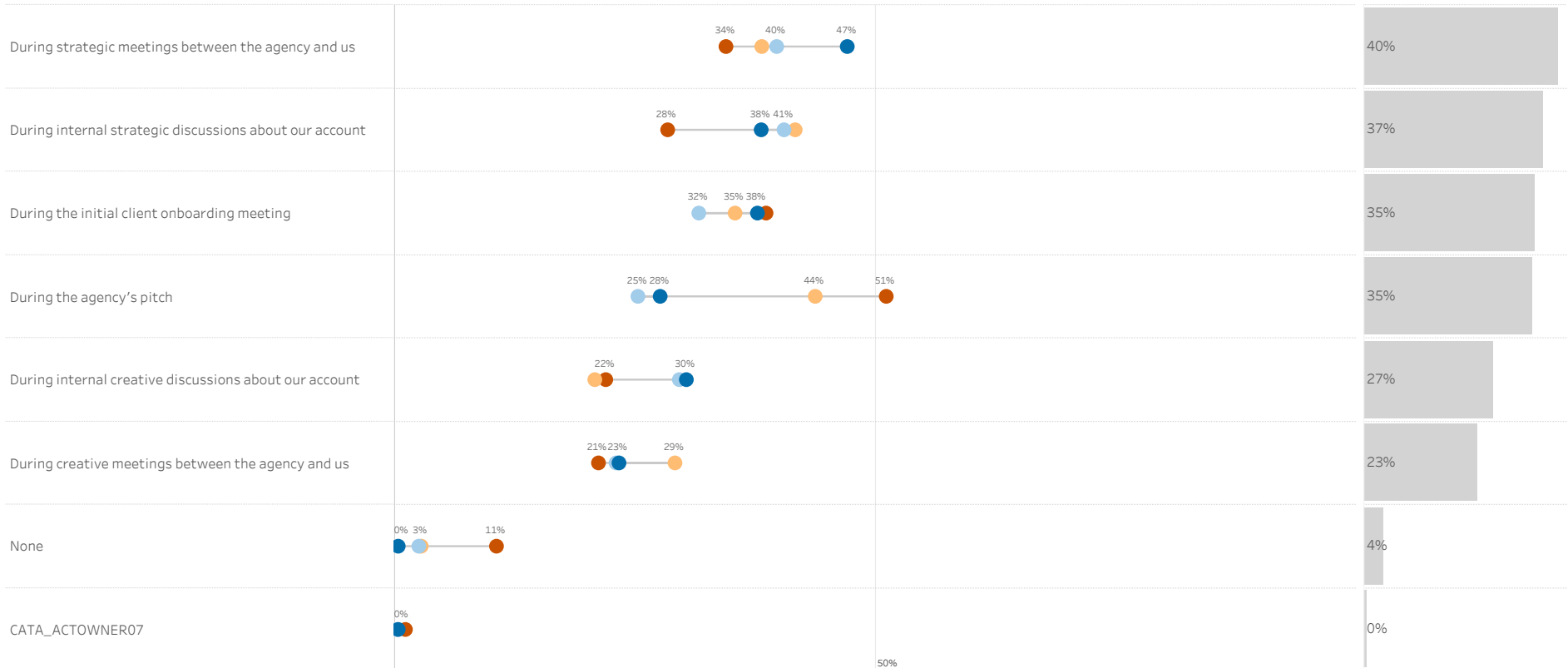
In which meetings has the agency owner ACTUALLY been present? Choose all that apply.

Those with the smallest budgets are least likely to say the agency owner has been present after the pitch.

View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

When Agency Owner Has Been Present - By Budget



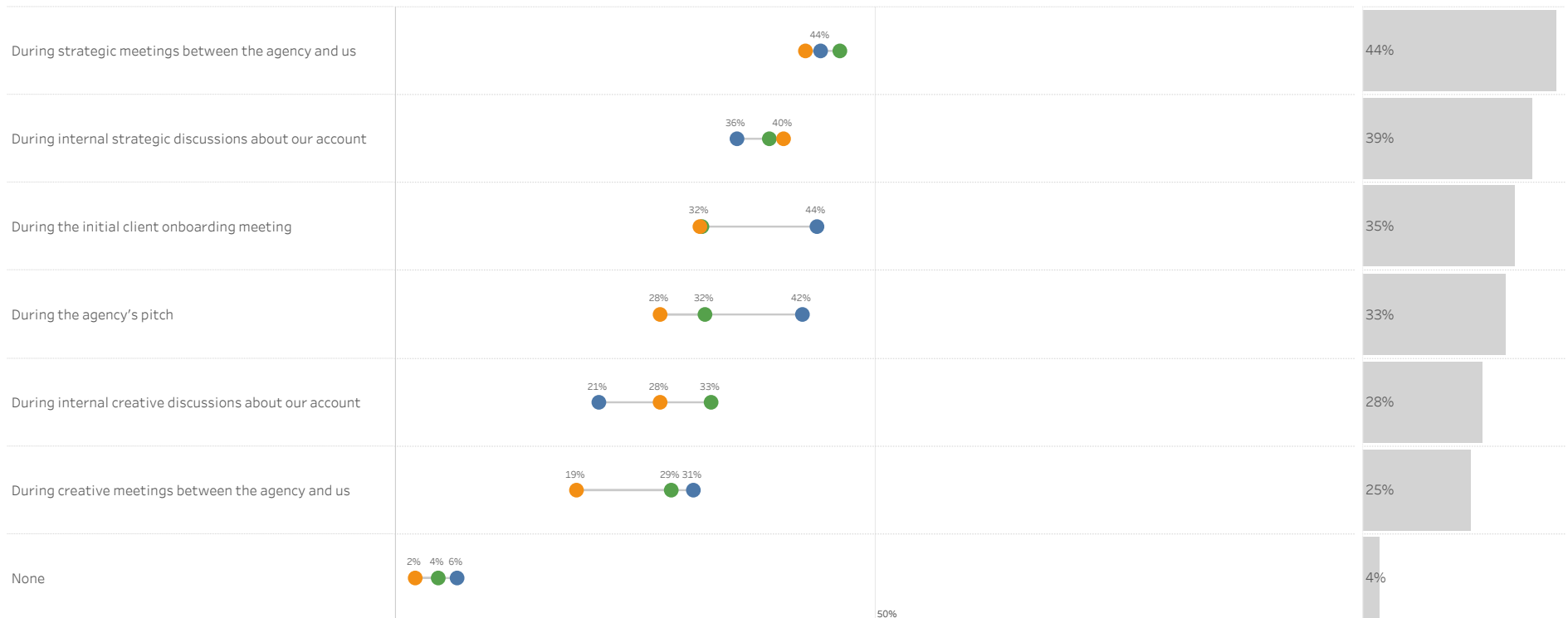
In which meetings has the agency owner ACTUALLY been present? Choose all that apply.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

44% expect the agency owner to be present during strategic meetings, and 25% expect them to be present during creative meetings as well.

When Would Expect Agency Owner to be Present - By Segment



During which meetings would you EXPECT the agency owner to be present? Choose all that apply.

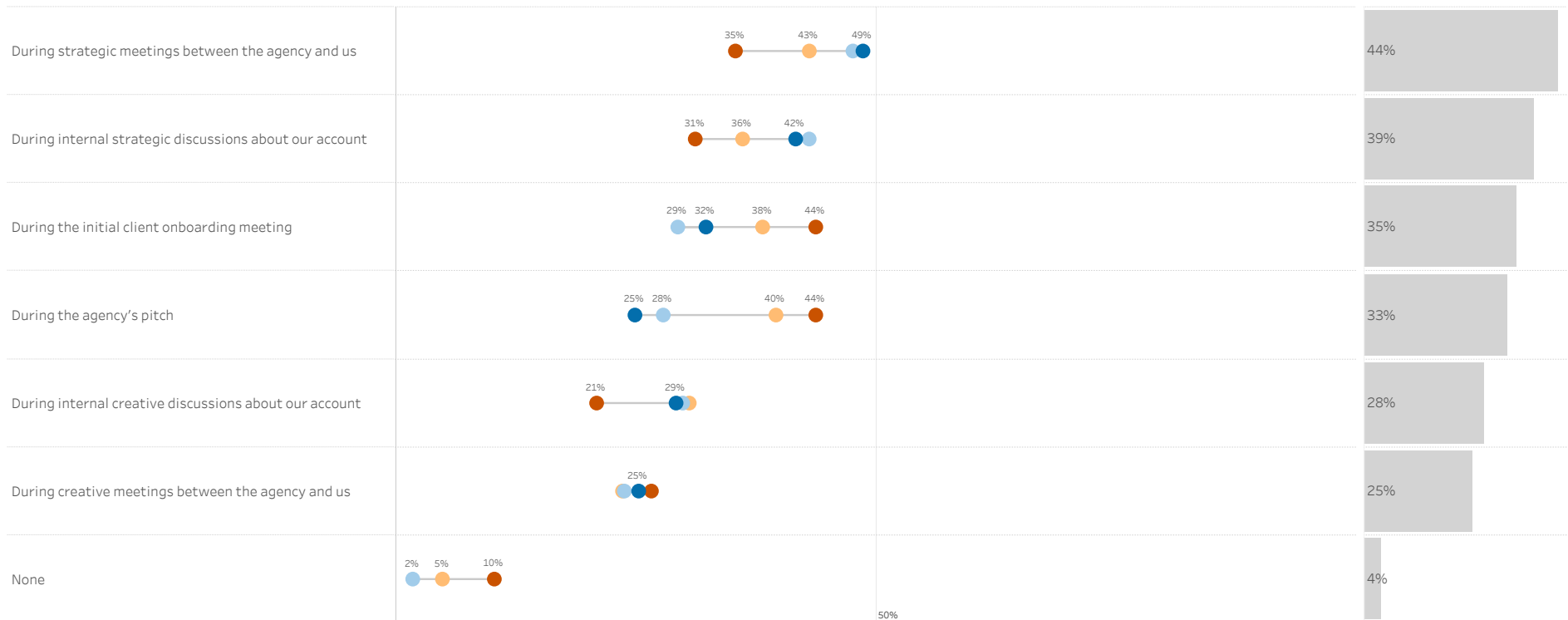
Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	<b>When Owners Should be Present by Budget</b>	Many Say Owners Should be More Involved	Those with Smaller Budgets Have Lower Expectations	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?
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View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

Those with larger budgets are less likely to expect owners during the pitch and onboarding, but more likely to want them present during strategic meetings and discussions.

### When Would Expect Agency Owner to be Present - By Budget

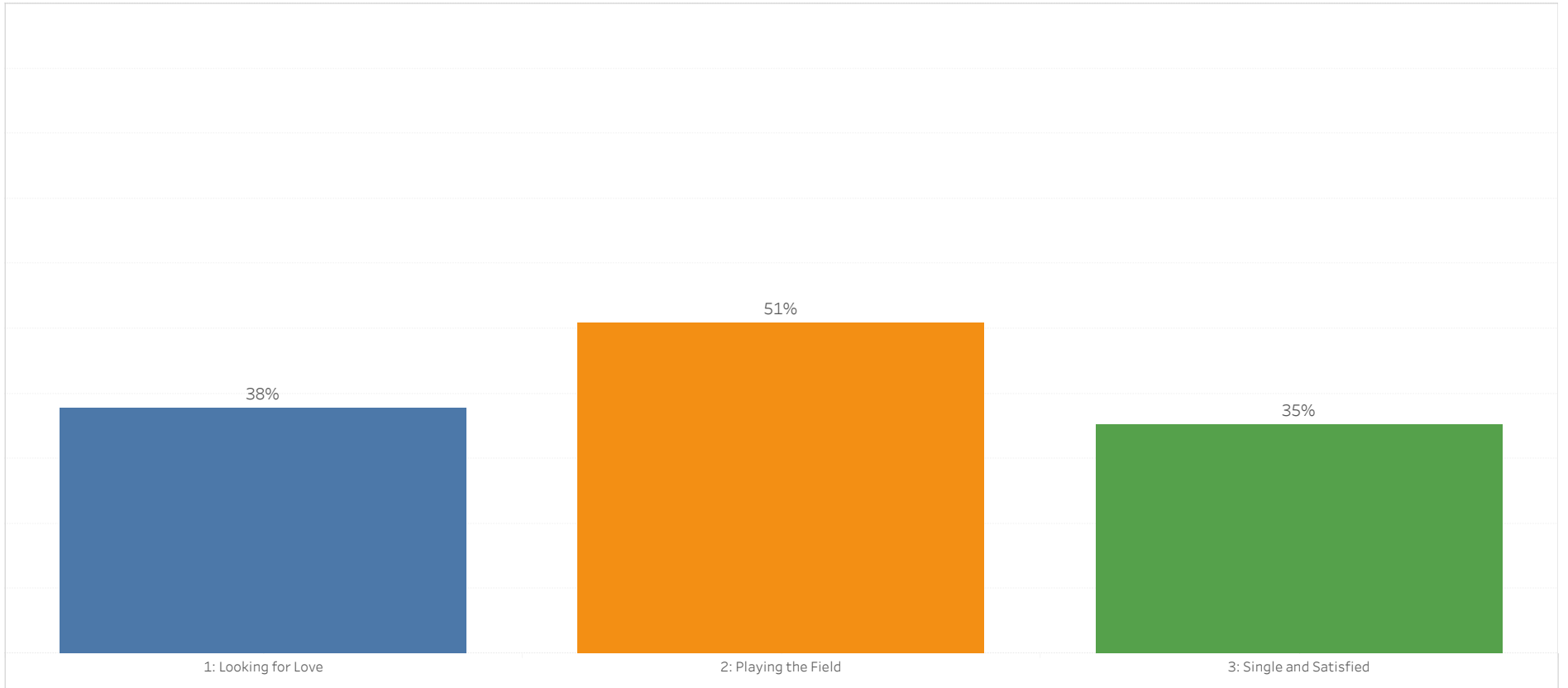


During which meetings would you EXPECT the agency owner to be present? Choose all that apply.

When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget	<b>Many Say Owners Should be More Involved</b>	Those with Smaller Budgets Have Lower Expectations	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?	Would Leadership Relationship Benefit Quality of Work with Agencies?
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Playing the Field respondents are the most likely to feel that agency owners should be more involved in their account.

% Saying Owners Should Be More Involved

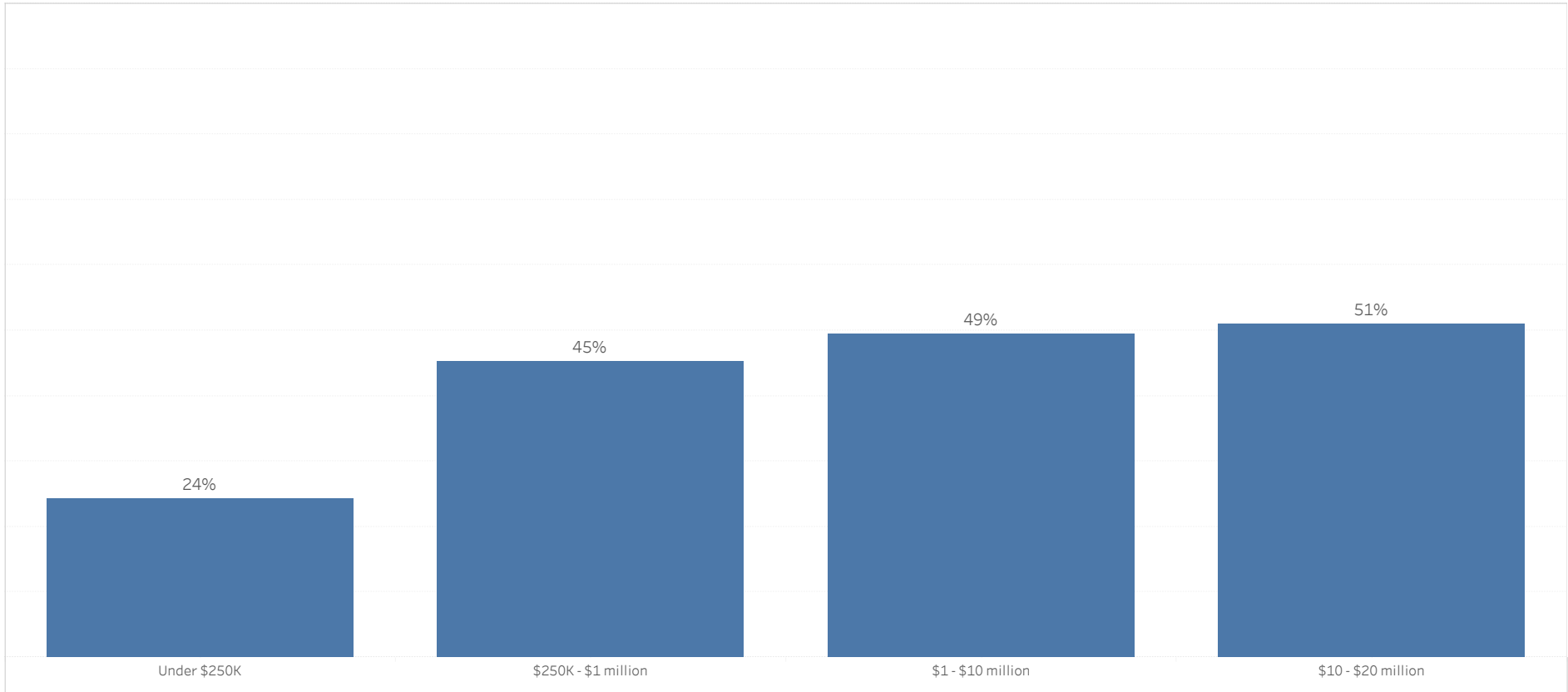




When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget	Many Say Owners Should be More Involved	<b>Those with Smaller Budgets Have Lower Expectations</b>	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?	Would Leadership Relationship Benefit Quality of Work with Agencies?	Willing to Facilitate Friendly Relationship between Leadership and Agency Own...
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Clients with smaller budgets have lower expectations for more agency involvement.

% of Respondents in Budget Group Who Feel Owners Should be More Involved

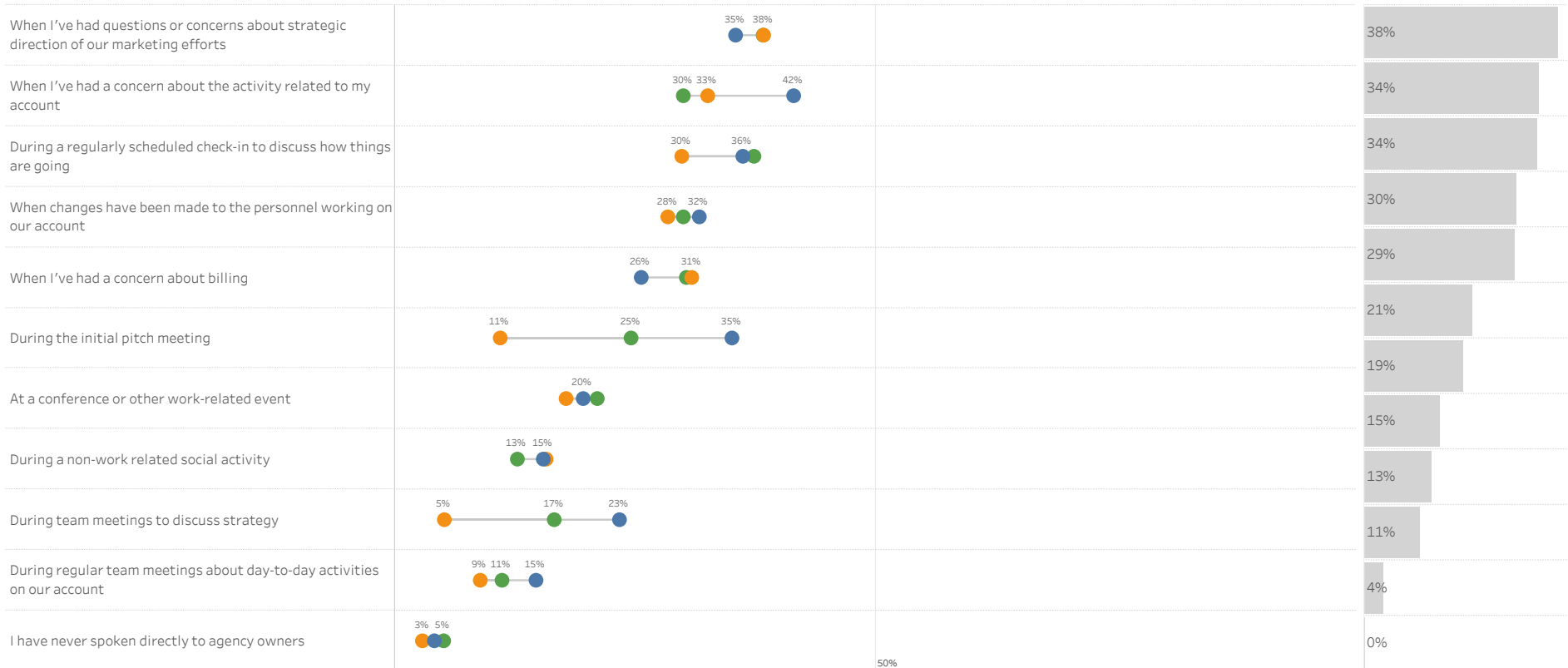


71% say that concerns with strategic direction, account activities or billing have been at the root of conversations directly with agency owners.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

When Have Spoken to Agency Owners - By Segment



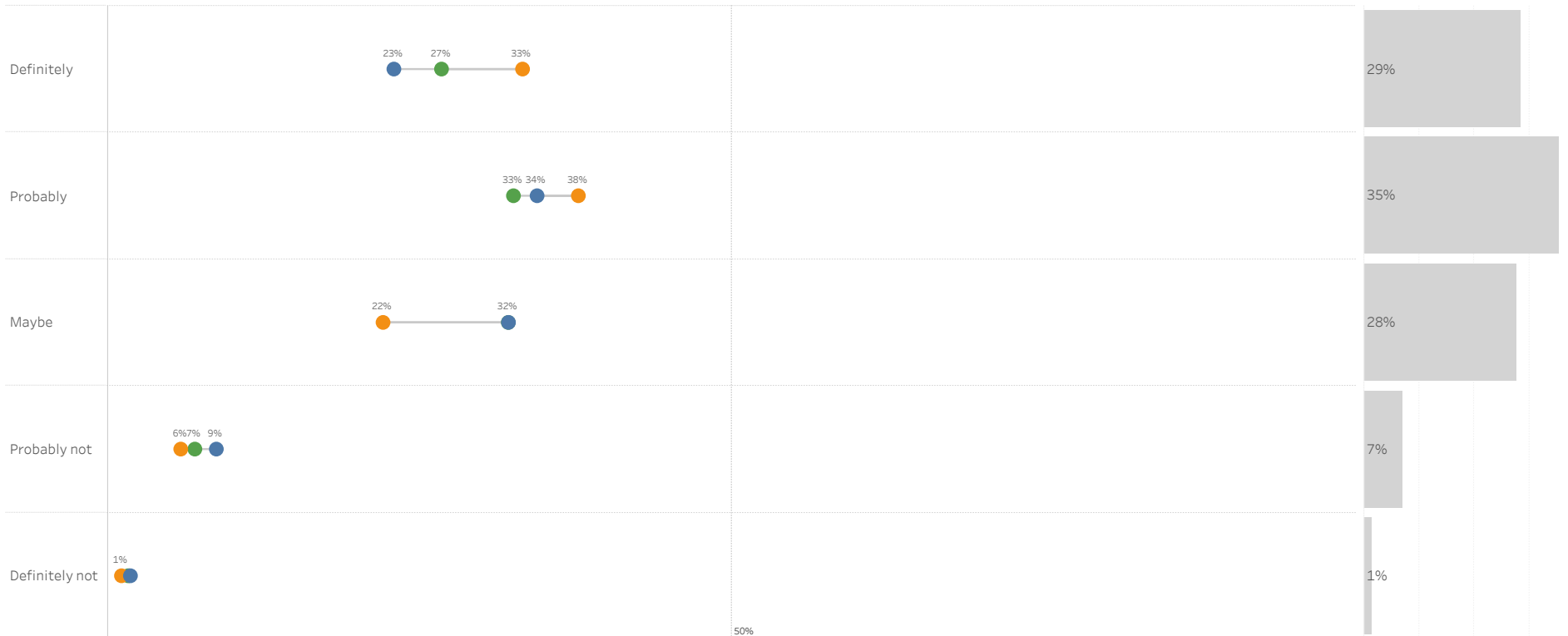
When have you spoken directly to agency owners? Choose all that apply.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Most respondents in leadership roles say they'd be open to spending time with agency owners outside of daily work requirements. Playing the Field are the most enthusiastic.

Open to Having Social Relationship with Agency Owner - By Segment



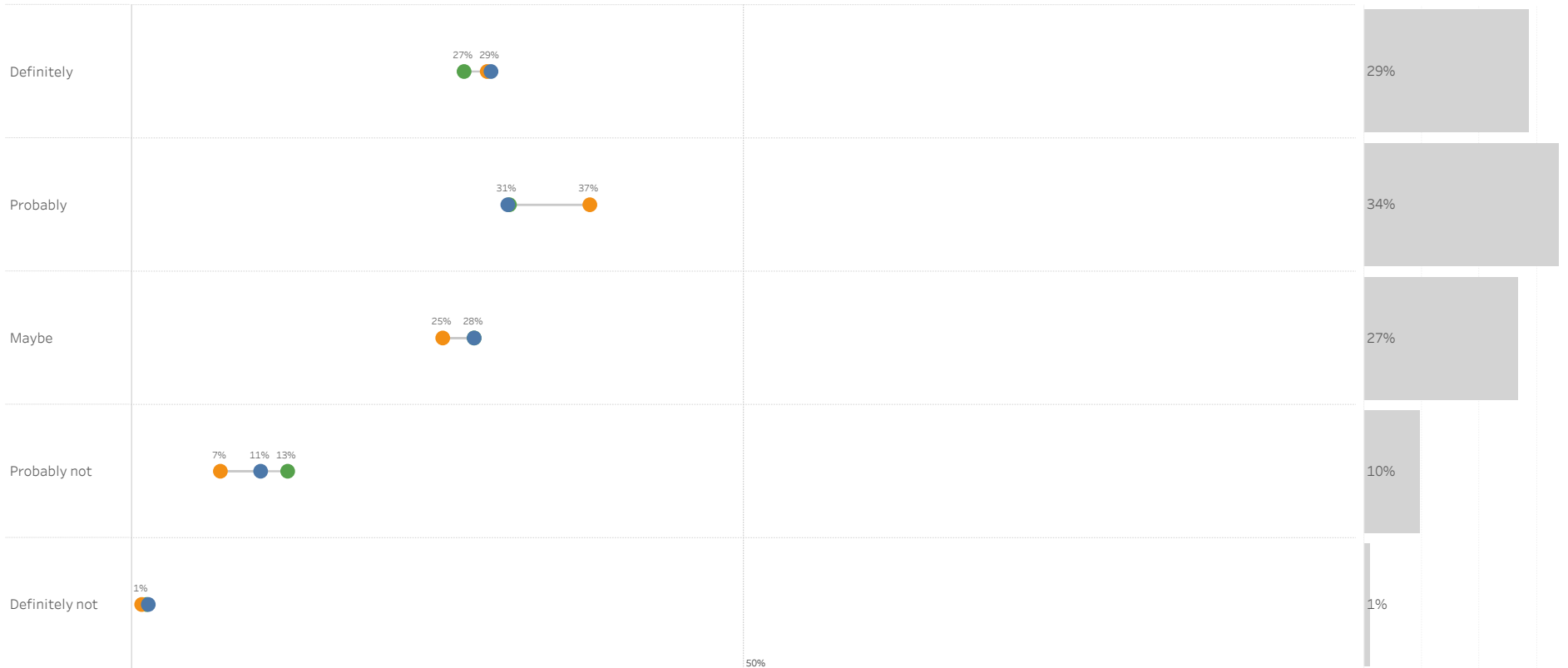
Would you be open to having a more social, less transactional relationship with your agency owner, to share more about the needs of your business and spend time together outside of your day-to-day work requirements?

63% of respondents feel such a relationship would benefit the quality of work they and their agencies do together.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Benefit of Leadership Relationship for Quality of Work Done with Agency - By Segment



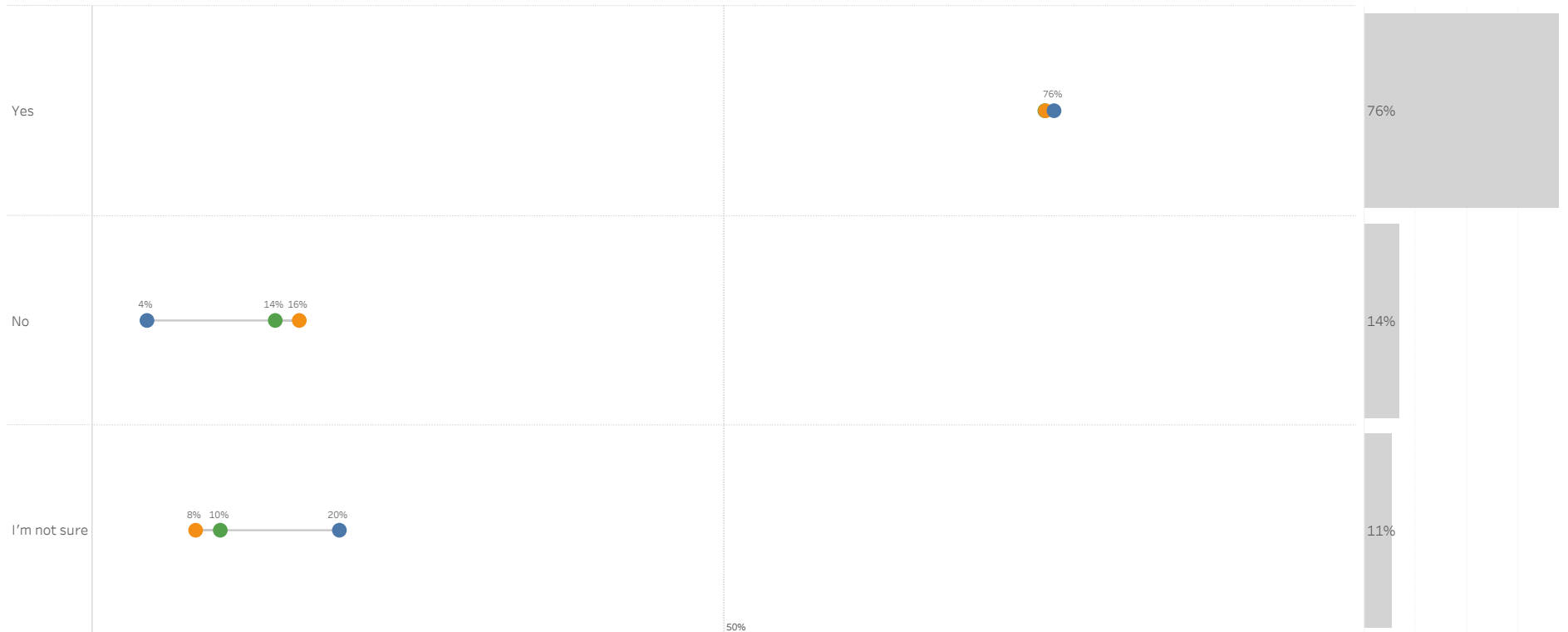
Do you think such a relationship would benefit the quality of the work you and the agency do together?

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Those respondents not in senior leadership roles overwhelmingly say they'd be willing to help facilitate a relationship between agency owners and company leadership.

Willing to Facilitate Connection with Agency Owner - By Segment



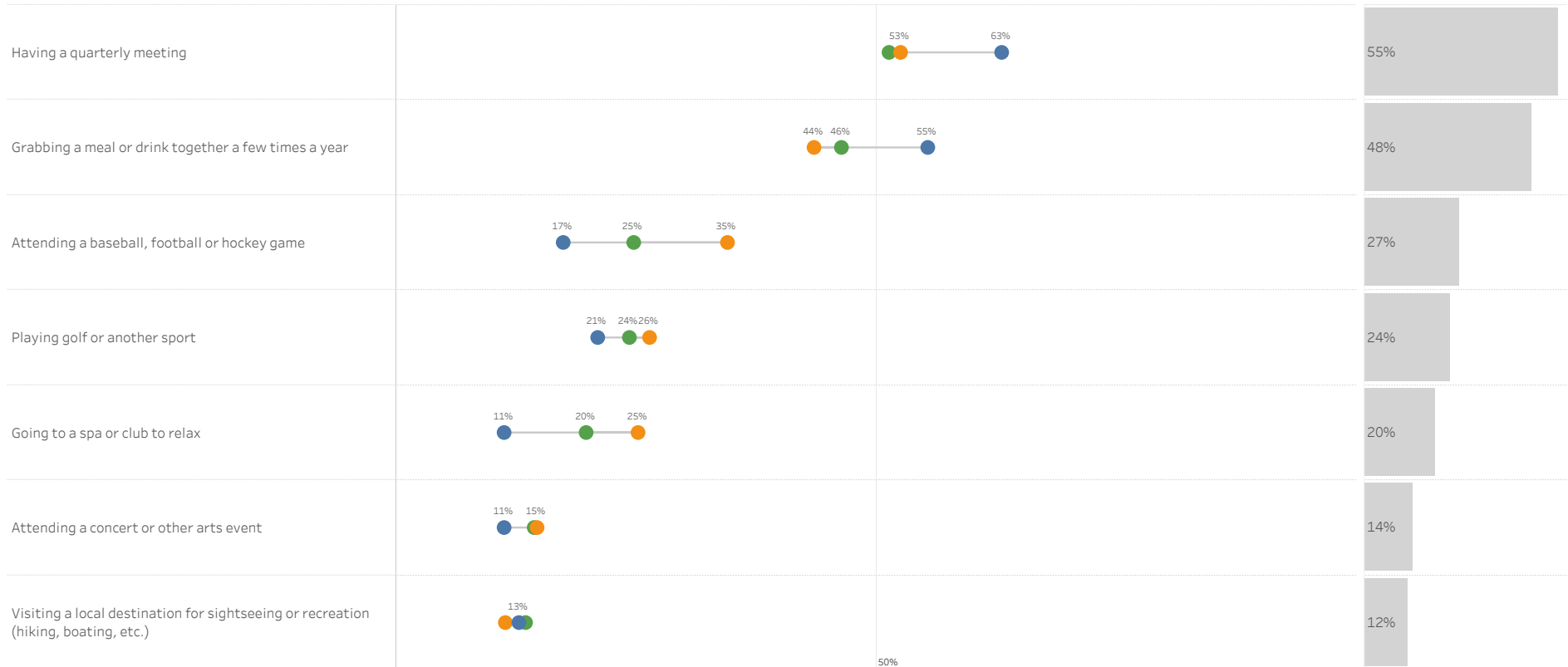
Would you be willing to help facilitate this connection?

Respondents are most open to quarterly meetings with owners or grabbing a meal or drink together periodically. Looking for Love are most interested in these activities.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfi..

Appealing Activities with Agency Owner - By Segment



Which would most appeal to you for activities with an agency owner? Choose all that apply.

Open to Friendly Relationship with Agency Owners?	Would Leadership Relationship Benefit Quality of Work with Agencies?	Willing to Facilitate Friendly Relationship between Leadership and Agency Owners	Appealing Activities with Agency Owners	AMI Eyes Only	What Agencies Should Start Doing	What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied
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# The Agency Edge

RESEARCH SERIES

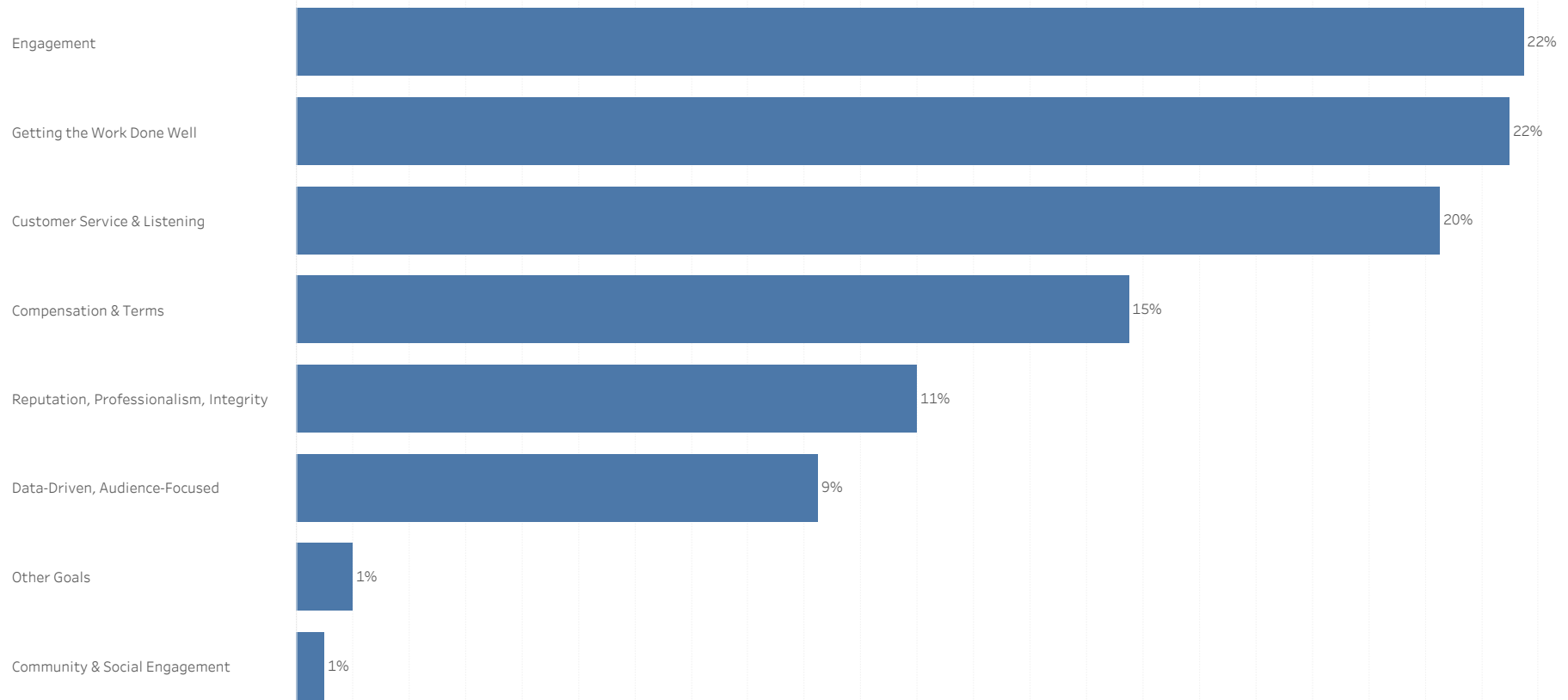
# AMI Eyes Only

## What Agencies Should Start/Stop Doing



Comments about engagement, quality work and customer service top the list of suggestions.

Agencies Should Start...





Willing to Facilitate  
Friendly Relationship  
between Leadership and ..

Appealing Activities with Agency  
Owners

AMI Eyes Only

What Agencies Should Start Doing

What Agencies Should Start  
Doing: Looking for Love

What Agencies Should Start  
Doing: Playing the Field

What Agencies Should Start  
Doing: Single and Satisfied

What Agencies Should Stop Doing

What Agencies Should Stop  
Doing: Looking for Love

## The Agency Edge RESEARCH SERIES

# What Agencies Should Start Doing Looking for Love

- "Cheaper packages for small business"
- "Listen to my ideas and help me find ways to implement them"
- "Do a needs assessment before jumping in with recommendations"
- "Ask more questions during the pitch"
- "Focus more on target audiences"
- "Really research my business BEFORE meeting with me"
- "Develop a relationship with me"
- "More one-on-one time with actual face-to-face meetings for strategy and planning"
- "Get straight to the point and keep things simple"
- "Provide solid client references up front that can be contacted prior to setting up a pitch meeting"



Appealing Activities with Agency Owners	AMI Eyes Only	What Agencies Should Start Doing	What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field
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## The Agency Edge RESEARCH SERIES

# What Agencies Should Start Doing Playing the Field

- "Discounts for using you more often"
- "Care about my company as if it was your own"
- "Listen to us about what we need"
- "Start putting yourselves in the minds of our target customers."
- "Stop over-selling"
- "Keep things simple"
- "Know our business before contacting us"



AMI Eyes Only	What Agencies Should Start Doing	What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field	What Agencies Should Stop Doing: Single and Satisfied
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## The Agency Edge RESEARCH SERIES

# What Agencies Should Start Doing Single and Satisfied

"Bill me for things I actually need"

"Give us more of a say"

"Adopt AI"

"Be more involved in your clients' communities"

"You need us and we need you. It should always be a balanced relationship"

"Start giving more opinions. We often hear what one person has to say and don't hear about other options"

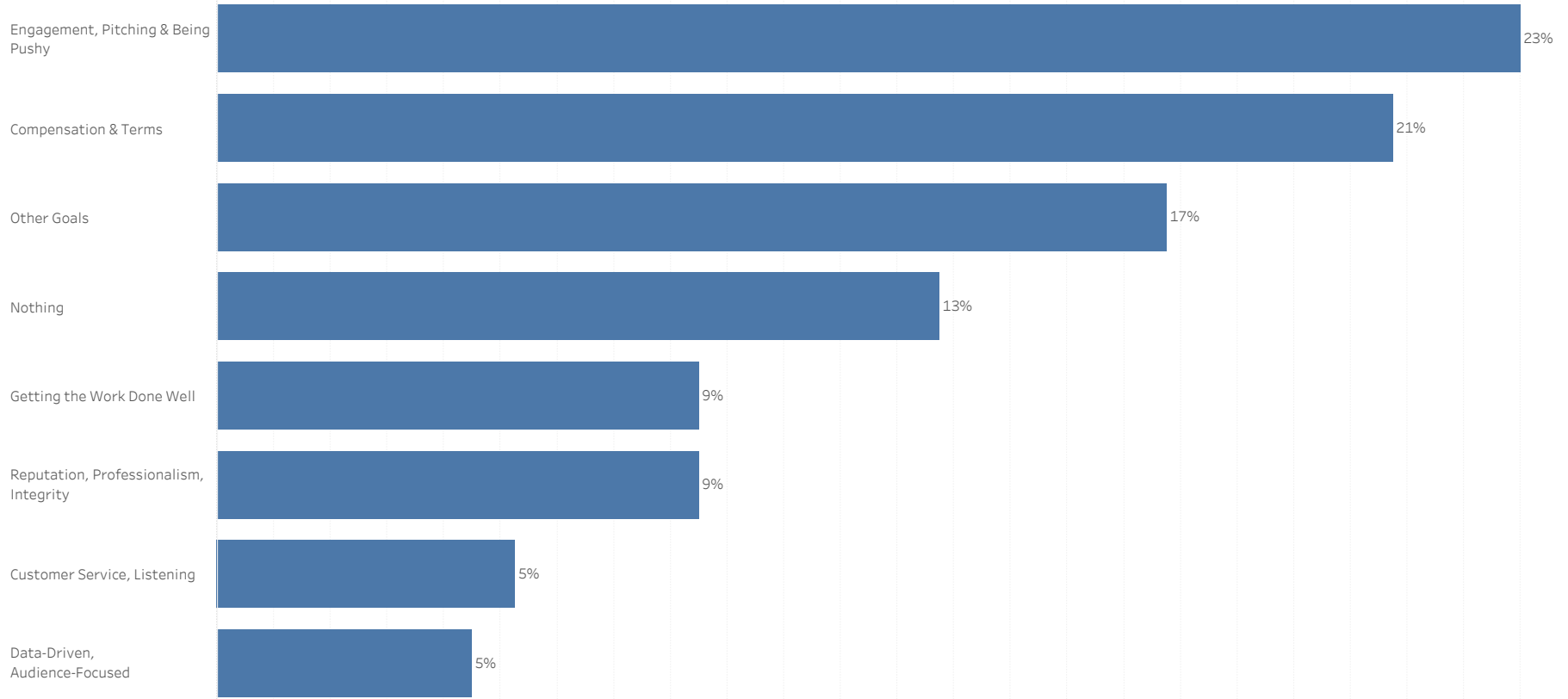
"Provide ROI on your work"

"Become friends with your clients"



Aggressive cold-calling, pitching and being pushy exceed even complaints about cost.

Agencies Should Stop...



What Agencies Should Start Doing: Looking for Love

What Agencies Should Start Doing: Playing the Field

What Agencies Should Start Doing: Single and Satisfied

What Agencies Should Stop Doing

What Agencies Should Stop Doing: Looking for Love

What Agencies Should Stop Doing: Playing the Field

What Agencies Should Stop Doing: Single and Satisfied

Detailed Responses by Category - START

Detailed Responses by Category - STOP

## The Agency Edge RESEARCH SERIES

# What Agencies Should Stop Doing Looking for Love

"Charging too much for services we can do in-house"

"Being impatient when we try to give an idea of what we are looking for"

"I want my opinion respected and not looked down on"

"Stop insulating your top management from clients. Get them out of their bubbles to see our needs firsthand"

"Trying too hard to accomplish a task you're not trained in"

"Too often our agency gives in to the ideas of people on our team who are not experts."

"Emailing us a load of PR puffery"



What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field	What Agencies Should Stop Doing: Single and Satisfied	Detailed Responses by Category - START	Detailed Responses by Category - STOP
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## The Agency Edge RESEARCH SERIES

# What Agencies Should Stop Doing Playing the Field

- "Overcharging us and putting our work off to the side"
- "Having a lower-level person initially contact us that is unable to answer questions and unfamiliar with our type of business"
- "Lumping us in with similar companies in our sector"
- "Trying to appear clever with psychobabble"
- "Setting unclear expectations"
- "Getting paid without demonstrating results"
- "Trying to badmouth other agencies"



What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field	What Agencies Should Stop Doing: Single and Satisfied	Detailed Responses by Category - START	Detailed Responses by Category - STOP
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## The Agency Edge RESEARCH SERIES

# What Agencies Should **Stop** Doing **Single and Satisfied**

- "Less nickel and diming"
- "Acting as if you already have all of the answers, not asking for my input"
- "Assuming what my company needs"
- "Pitching business we don't need"
- "Talking jargon, flowery nonsense which is a fake expertise indicator"
- "Hiring people who don't want to be there"
- "Promising more than you can deliver"



What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field	What Agencies Should Stop Doing: Single and Satisfied	Detailed Responses by Category - START	Detailed Responses by Category - STOP
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Segment: 3: Single and Satisfied  
 Main Category: Engagement  
 Sub-Category: All

## Use filters at right

### Start Doing

Attend the actual events they are working on. Be more involved in their clients communities being more vocal with their customers calling Checking sales communicate ideas cooperation  
 Interact more with clients Monitoring accounts closer More checking More communication more customer communications not calling  
 not trying to be such a big wheel and making us think we will bleed out with them....they need us and we need them. it should always be a balanced relationship  
 Pay attention more and be involved and connect with people in order to be trustworthy Teaming up more To have a call center for clients. WORK WITH OUR EMPLOYEES

### Engagement

Coming to us and pitching their ideas and trying to get us to work with them.

### Pitching

be proactive Being more aggressive.

### Proactive

I wish our agency would start giving more opinions, we often stick to what one person has to say and not hear about the other options

### Speaking up



What Agencies Should Start Doing: Looking for Love	What Agencies Should Start Doing: Playing the Field	What Agencies Should Start Doing: Single and Satisfied	What Agencies Should Stop Doing	What Agencies Should Stop Doing: Looking for Love	What Agencies Should Stop Doing: Playing the Field	What Agencies Should Stop Doing: Single and Satisfied	Detailed Responses by Category - START	Detailed Responses by Category - STOP
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Segment: 1: Looking for Love  
 Main Category: Engagement, Pitching & Being Pushy  
 Sub-Category: All

## Use filters at right.

### Stop Doing

Contacting to often excessive e-mail, more personal if they were more consistently in touch on more than an only weekly basis ,like at least 3 times a week Ponting me emails on an hourly basis  
 Stop sending e-mails every day.

### Engagement

**Pitching**

Cold calling cold calling and trying so hard to get business hard sell false promises High pressure sales pitches Over pitching Overselling Stop calling me stop pitching the same basic ideas at first, we've heard them 50 times Stop soliciting if we didn't ask for inquiries stop trying to upsell and oversell us. The agencies I work with are fine. Others have used high pressure sales tactics I find irritating. trying to increase the spend trying to sell us things we are not interested in. Up selling Upselling ie recommending extra services that we don't really need and are above our budget.

Be controlling Being pushy Being pushy. Being really rude Bugging me Calling to much less pushing Pestering me Phone calling to get you on board Pushing their ideas and not listening to what you want Pressurising Pushing bad morals pushing on the saels front pushing unwanted services Stop being mean and demanding all the time. stop being pushy with their own wants

### Pushy

**Speaking up**

The one thing that I wish agencies would stop doing is caving in to clients that act/think as if they know better than them. Too often our agency gives in to the ideas from people on our team that are not experts.