AMI Digital Summit – March 2019

Sales/Pricing:

- How does other agency position their digital service offerings to let clients know that they are available? Is it done through existing clients asking for it or do you leverage your website to make it known?
- Do you sell digital strategy onto the backend of a new website build or is digital strategy sold on the front end of the project?
- Do you package your website development offering into tier packages (Example Small, Medium, Large packages)? If so, how do you account for the different levels of complexities (i.e. Custom features, Complex Integrations)? How do you scale down your tiers and their deliverables for clients on a smaller budget?
- We are struggling to sell digital marketing services because our internal (client service) team and the people who are selling don't feel knowledgeable enough even though they could just bring in the people who are knowledgeable and skilled in those areas. If anyone else is struggling with this issue, what's your approach and have you seen positive results thus far?
- How to sell project strategy?
- Has anyone raised or lowered their digital markup percentages in the last few years since attending this conference, and if so why?
- Do you price out your tactics individually, or are your services more package focused?
- In terms of competition, are you dealing with the print, radio and television offering and selling digital products? How have you differentiated yourselves?
- How are you quoting 'light weight' video?

Attribution:

- What are roadblocks others have faced when developing ad tracking and trying to report on attribution?
- How do you go about integrating different tracking/attribution models into your scope of work? Do higher spending clients get better attribution out of the box?
- How do you deal with short term sales cycles (perceived or actual) and the expectation of reporting results within such a short time frame?

Voice:

- Given the fact that the average home in America has 2 to 3 smart speakers, how are you creating content that will show up in voice search?
- Voice search ads was a big trend at the last AMI meeting. Have you seen success with the technology? If so, what platforms are you using to test voice search?
- Thoughts on voice search, and how to optimize for it.

Inbound/Lead Gen:

- Is anyone offering Inbound Marketing/Lead Generation as a service offering? How are you marketing this service?
- What are your deliverables for this service offering?

Paid Media execution:

- What are some new ad platforms you have started testing paid media campaigns outside of the usual platforms (Google, Facebook, Bing)?
- How do you go about building targeting for paid media campaigns?
- Are you buying OTT through cable providers, network providers, or programmatic?
- Are you placing digital ads on LinkedIn to promote your Agency?
- Are you using LinkedIn ads for your clients? If so, what types of campaigns have you seen succeed and how are you structuring campaigns?
- How many are using these methods and how successful have they been?
    - Amazon Advertising (including Amazon influencers)
    - Reddit Advertising
    - Google Display Advertising
- What tools are agencies using to create rich media display ads?
- How do you manage your AdWords and Facebook Ad Accounts? Directly or through a third-party platform? i.e.: AdEspresso, WordStream, Kenshoo, Marin
- Who takes the lead on your team?
- What are your creatives using to create banner ads? Are they HTML5/animated or static?
- Is anyone buying TV programmatically?
- Has anyone used spotify's self-serve platform?
- Do you use automatic placements for Facebook ads?
- Have you tried the non-skippable instream option for YouTube? Any success?
- Have you tried sequential messaging on YouTube?
- Do you use any tools to build media plans in other than excel?
- How do you articulate the value of impressions?
- Do you see value in Pandora?
- Success and best practices for search remarketing
- Best practices for automated bidding strategies in Google Ads
- YouTube advertising for local businesses
- With GDPR in full swing, and the changes FB made to 3rd party data, losing behavior metrics, etc., how has that effected performance?
- Is anyone seeing higher prices on Facebook for campaigns?
- LinkedIn has finally matured (well, it's getting there!!!) – how has performance been? Is anyone seeing conversions from the platform and if so, what are the average metrics and costs?
- What is the group doing with 1st party data and social campaigns? 3rd party data?

Social Media:

- Has your agency invested in social media listening tools? If so, can you share your experiences with that?
- Other than Facebook, Google & LinkedIn, what digital channels are you using or trying out?
- What tools are agencies using to streamline social media?
- Is anyone still using snapchat? If so, for what?
- Keeping up with all of the changes in Facebook
- Success (or otherwise) with the other social media sites, such as Pinterest, Amazon, LinkedIn, or SnapChat advertising
- How do you make use of LinkedIn Showcase pages?
- How does the group structure organic social scopes?

Website Scope/Pricing/Build:

- How are you scoping cold website RFP's? Is this process more art than science? For Example, It's hard to scope a website build that has an extensive list of Integrations, and custom functionality request that accompanies a "Do Not Exceed" quote.
- Have any of you used Elasticsearch hosted platforms or other SaaS platforms?
- Amazing Web Services? What types of projects are you doing with AWS?
- What strategies for building a development-focused culture have you used at your agency? How are you deploying websites?
- Do you have a regular process for code review?
- Are you doing any kind of automated testing for WordPress development?
- What kinds of projects are good candidates for user testing or split testing?
- Are you seeing trends going away from creative sites? Is mobile first causing less work for graphic designers?
- How do you estimate project manager hours for websites?
- How many agencies are doing in-house web development in 2019?
- What is your web design process from design to development? What set of tools do you use?
- What kind of testing do you use for online campaigns? And what tools help you achieve that?
- What would be best practices/strategies to implementing ADA compliance standards for websites.
- For websites, what CMS are people using? Pros and cons?
- What programs are other agencies using for web/app design (Photoshop, InDesign, Sketch, Invision, XD, etc.)?
- How are agencies implementing successful UI/UX practices in their work? Do you have dedicated UX/UI employees?
- Are agencies prototyping their websites before building them out? If so: Why? How? How long does it take? What are the best programs?
- Minimalist design: are sites becoming too homogenous?
- What is the future for web developers with the rise of "do-it-yourself" sites like Wix and Square Space?
- Why is there not a universal standard for browsers that ensures compatibility for web sites?
- What tools are agencies using for web development?
    - Hosting Platforms
    - Content Management Systems
    - E-commerce Websites
    - Languages and Frameworks
- Are agencies using any of these technologies for web development (If so what solutions)?
    - Version Control for Website Projects
    - Docker or Container Systems for Server Environments
    - Partnering with security solution providers like Sucuri
- What tools are agencies using for accessibility and website audits/Crawlers - (e.g. Siteimprove / Sitebulb)?
- How do agencies handle UX design (Discovery - Paper Prototyping Sessions - Use Cases - Adobe XD - Functional Prototypes)? Any good resources used to refine the process?
- What are your creatives using to design websites? Or are they even still design sites or have you found more of a hybrid designer/developer to design as they go?

- Does your creative team present multiple creative concepts to the client before developing a site? If so, how many? Or is the site developed and passed along to the client as a finished product?
- Have you made the switch to mobile-first design?
- Who takes the lead on your team?
- How are people able to sell a website without taking the time for initial research and developing an extensive web strategy?
- Are people addressing ADA compliance in their web estimates as an additional cost?
- What tips or tools help move web projects from the designer to programmer more smoothly and efficiently?
- What tools have been the most helpful for wireframing websites and implementing style guides? (Invision, Sigma, Sketch etc.)
- How have these tools helped speed up your web projects?

Digital PR/Influencer Marketing:

- What tools are you using to discover and manage your Influencer Marketing vendor/partners?
- Do you have digital PR capabilities? What about influencer marketing? What tools or vendors are you using?
- How are you finding influencers?

Project Management/Work flow/Getting It Done:

- Does your team use an agile or waterfall methodology to manage projects? What have the pain points of been of either/both? Why do you prefer one over the other?
- What are some ways your departments communicate projects to maintain workflow?
- What is the workflow of your teams when it comes to building new ads and copy? Are you using any technology to streamline the process with the creative teams?
- What formula do you use to estimate a project and why?
- How does your remote team access files? Do your local and remote teams access the same files?
- Do your local and remote employees form one team, or two separate teams?
- Local vs remote team, which one generates more value to your agency and why?
- How do you manage your remote team? Which tools do you use and how often do you communicate with them?
- What kind of strategies do you use to generate a more productive work environment?
- What kind of incentives or activities does your company offer to improve the work environment and loyalty among your co-workers?
- Any strategy or ideas to prevent procrastination?
- What tools are agencies using for internal communication and project management? Do these tie into accounting software/billing?
- What do you use to manage projects?
- How do you track your time?
- Are you working on a retainer or project basis?
- Is anyone working with digital project managers? If not, who in the agency is doing PM?
- Agile marketing and scrums – anyone doing this? If so, who is running? How often? Who else is involved?

Reputation Management/Ratings & Reviews:

- Has your agency invested in reputations management? What tools or vendors are you using?
- What tools are agencies using for Reputation Management & Reviews?
- What are people doing to help build reputation/gain positive reviews?

Security:

- What is your team's philosophy on security in terms of how do you manage username & passwords, server connection details and other sensitive info, both internally and for clients? Does your team use a dedicated password manager? If so, which service or software do you use?

Budgets/Spend:

- Where do you spend a majority of your digital budget (Paid Search, programmatic, Social)?
- Perspectives on allocating digital budgets and what benchmarks/guardrails are used for making budgetary decisions

Reporting/Analytics:

- Are your digital teams using any reporting platforms? How do you go about delivering the reports to the clients?
- How do you effectively communicate rankings to client?
- What kind of dashboards do you use in Salesforce for reporting and tracking purposes? Can you show examples? How often do you do reporting?
- What up and coming metrics are you starting to report on and how are you attributing value to those metrics?
- What tools are agencies using for reporting (e.g. Data Studio and Supermetrics)?
- Do you use client facing dashboards? If so, which ones?
- How are you reporting on organic Instagram?
- Any reporting tools to pull data into one platform
- Do you provide benchmarks to clients before a campaign runs? If so, how do you handle underperformance against estimates even if it says, "not guaranteed"?

Clients:

- How do you ask clients for feedback after a project? Do you reward them, what is your strategy to approach them?
- How do you gather content from clients? Do you use placeholder content for the designs and development or you wait until the client provides it?
- How do you pitch your web design/development process to your clients and what is their involvement in that process?
- Are you billing your clients T&M, fixed, or retainer w/ variable scope?
- How do you go about educating your clients on digital metrics and what their value is?

SEO:

- We all know SEO and content is moving in the direction of quality. How do you educate client on content value in terms of quality vs. quantity?
- What's the next evolution of SEO and online content strategy?
- How do you correlate organic/SEO traffic to a monetary value for your clients? (And if not a monetary value how do you display the value of SEO to your clients and demonstrate your progress other than just "increased rankings")
- What are your hail Mary SEO strategies when it seems like nothing you do is working?
- What are your favorite SEO optimization techniques and tools?
- What are people including in their SEO/Web audits? Are these an individual paid deliverable? Or are they packaged in with other content development services?
- What types of information do you find most important in an SEO report/audit?
- What tools are you using?
- Do you have different SEO reports for different purposes?
- How frequently are you reporting on SEO efforts?
- How do you make your SEO data more client-friendly in reports?
- For ongoing SEO efforts, how many hours per month do you spend? (reporting vs. website speed optimization)
- Has SEO become irrelevant as search engines rely more heavily on the actual site content?
- Best practices and specific tips on creating and executing a PPC campaign.
- How often do you reevaluate your keyword research?

Software tools:

- Marketing automation platforms?
- If your agency uses SpyFu - what have you found to be the most useful tools within the platform and what tool do you think is underutilized the most?
- Do you have a MAS/CRM stack that you recommend to clients?
- Have you discovered any other lead generation tool for B2B outside of AdWords, Social media, retargeting and content syndication?
- Is anyone using Magento and upgraded a site from 1.9 to 2? If so, what did the process look like?
- How can we streamline SharpSpring?
- Are you regularly using call tracking? What vendor?
- If you are running quizzes, what platforms are you using? What is the cost?
- Integrating chatbots in a marketing mix
- Automated SEM management
- How are teams defining and integrating their tech stacks?
- What are the most common tools being used?
- How are clients being charged for the technology?
- Is anyone using a DSP, if so, which platform?

Freelance/Talent:

- Where do agencies find and keep a healthy pool of freelancers?
- How do agencies train newly-hired digital staff for new digital service offerings?
- Has anyone used freelancers for PPC? If so, which ones?

Professional Development/Trends:

- Did you have to pass any certifications?
- What sort of agency education have you implemented? – Are there any newer types of certifications, continuing education, online learning resources you highly recommend people use?
- Best conferences and/or training in digital?
- Trends in Content Management? WordPress or other CMS?
- What certifications and courses are agencies using?
    - Digital SEO - (e.g. SEMrush certification)
    - Development
    - Social Media
    - Design
    - Marketing Automation (e.g. SharpSpring Certification)
- What conferences are you attending for:
    - Digital (e.g. Digital Summit KC / Digital Summit Chicago)
    - SEO
    - Content Marketing
    - Development (e.g. WordCamp)
    - Design
    - Social Media

Agency Marketing:

- Anyone using text to communicate with client prospects? If so, what tools are you using?
- Are you currently spending money to promote your digital services? If so, what channels are you using and what is the goal? New business leads or brand awareness?
- How are other agencies generating leads for their agencies?
- How do others get their own marketing done without draining resources and losing billable hours?

Content:

- What do you find are the best types of content to produce SEO conversions?
- What CTAs do you find are the most successful (in terms of conversion) on blog content?
- How are you pricing content work not tied directly to web development?
- Other than WordPress, what other CMS's are you using and for what markets/verticals?
- If you charge a flat rate for web development + content development, what is it? Is it hourly or packaged?
- What tools are agencies using for content marketing and planning (e.g. CoSchedule / Uberflip)?
- Are other agencies using tools to gather content from clients (e.g. Content Snare)?
- Is anyone doing content syndication and where?
- Who is responsible at the agency?
- Does anyone have a true content division? If so, how is it structured, executed, and priced?
- How do you balance content that we want to produce vs. client content?
- How do you predict what formats your content is going to evolve into?
- How can we maximize our photo/video retainer by knowing what we need ahead of time?

Misc.

- Text (SMS) Advertising - Is anyone doing it? How are going about it?
- How do you backup your files and how frequently?
- Have you run a donation campaign for a non-profit? Strategies you saw success with?
- How has GDPR and privacy effected campaign performance, if at all?
- Is anyone seeing drops in web traffic, cookies/pixels and retargeting year over year?
- How extensive do you get in a competitive analysis without knowing if you're going to get the business?
- What tools are you using for a competitive analysis?
- Best practices and specific tips on creating and executing a geofence campaign.
- What are some alternative solutions to imagery and video if a client doesn't want to pay for a photo shoot?
- What are the alternatives of stock photography?
- Is anyone soliciting photos off of social channels?
  When are you determining when to resize video for mobile devices (square, vertical, etc.) especially with a limited budget.
- Are you shooting vertical video at the same time?
- Are people still using Yext or any other directory management tools?
- If not, what are the top 15 directories that matter to manually manage?
- How much time and effort is spent gaining access to directories and how does that impact your pricing?
- What is your internal QA process? Specifically, the creative and ad copy review process?
- How do you show/prove SEO ROI to clients? What type of data would be persuasive?