



Pricing Strategies for

# **TURBULENT TIMES**

Add Boost  
Pricing logo  
please

# Drew McLellan



25+ year agency veteran

Agency owner of 23+ years

Owned Agency Management Institute since 2010

Work with 250+ agencies a year

Written several books, most recently *Sell With Authority* (2020)

Published in *AdAge*, *AdWeek*, *Forbes, Inc.*, *Entrepreneur*, *Wall Street Journal*, *New York Times*, *Agency Post*, *Chicago Tribune* and others

# Casey Brown

Put Casey's  
photo here

Founder of Boost Pricing

Author of Fearless Pricing

Ted Talk speaker

Got her pricing chops as a supply manager &  
Process and Product Engineer at GE

Certified Six Sigma Black Belt

# How are agencies pricing?





# How many hours of labor...



Agency estimates are based on a nirvana day.

# Estimating hack

1.3 or 1.5

# Pricing creative in an AI world

Need a visual

# AI allows us to:



Go deeper with data,  
numbers, research, and  
connecting the dots



# AI allows us to:



Do the same with  
more variables or  
options

# AI allows us to:



To do some creative magic that will save the client time and money so they can invest it somewhere else

# AI does NOT allow us to:

AI is like a high-powered telescope: it can let you see farther, faster, and in more detail than the naked eye, but without a skilled astronomer to point it in the right direction and interpret what the images mean, it might aim at empty space or mistake a speck of dust for a new planet.

# What's working for agencies today?



Countable work – PPC/SEO  
Strategy/Planning  
PR/Thought leadership  
AI beta tests

Loyalty programs/community building  
Events (virtual and live)  
Research  
CRM management/growth/1<sup>st</sup> party data

