

# HOW TO GROW YOUR AGENCY

When it comes to evolving your digital agency to create a superior brand in the marketplace, there is a long list of variables that can make or break your plans for domination; and without the right guidance on how to get past the highs and lows, you might find yourself back where you started.

It's no secret that building a digital agency is hard work, and there are a million things you need to think about constantly, like account management, pay rolling, new hires, accounting, marketing your marketing agency, and the list goes on; however, there are a number of tactics that can be used to your advantage (some you may already use, and some that you have never thought of) to take your agency further than "just" the next level.

Attaining and retaining quality clients is the major key to your success, but a list of tactics that can make business a little easier will help you grow with structure and confidence. When categorizing your growth management, break it up into 4 options:

- **Refine Your Internal Sales And Marketing**
- **Decrease Your Client Churn Rates**
- **Refine Your Processes And Systems To Save Time And Money**
- **Grow Your Team Through Outsourcing**

## **Refine Your Internal Sales And Marketing**

There are so many ways you can refine your marketing and internal sales processes and techniques, but what are the best ones for you? This will come down to what you want to achieve, and how soon you want to achieve it.

A lot of agencies will pick a specific niche in the market, or offer a key focus into specific fields or industries to gain momentum where they wouldn't normally feature. Some of the most prosperous agencies on the planet concentrate in catering to a very particular audience.

Selecting a niche gives the opportunity to create your expertise in a specific industry and create your own brand face within it. Choosing a specific industry like Automotive, Fitness or Healthcare gives you an upper hand against your competitors, and opens up a whole lot of other business in a field you can become very comfortable with. Don't be afraid to think outside the box either, if you can discover a meticulous marketing vertical that isn't being serviced, it could pay to direct your focus towards that area. It's about being able to differentiate your agency from the rest.

Create an extraordinarily useful and competent website, and include lead magnets. A great website can be the tool that generates a solid portion of your income, however most new visitors to your website won't convert to leads for a number of reasons.

Utilizing lead magnets allows you to collect their information and move them closer to becoming a client. It's vital to have a clean and simple to navigate website, because your company online profile begins with your branding.

### **Decrease Your Client Churn Rates**

There's no point having amazing lead magnet software on your website if you are going to take your time to contact them. Get back to them the moment the lead comes in; don't wait a couple of days. Hit them while they are freshly interested, otherwise you could lose them altogether. Contacting your leads within the first hour increases your chances of converting them immensely. They are on your site and maybe a dozen others because they are shopping for what you (and those dozen other agencies) are selling, so to gain their business, you must be quick. Once you have those leads, you must turn them into immediate sales. Embrace your outbound sales, not fear it.

Building an outgoing sales funnel through lead generation allows you to reach them with cold emails. If you have chosen a specific niche you will have distinct targets for your email campaigns.

In this day and age of the constant evolution of marketing, anyone with a brand knows that to get ahead you must be consistent in your social media content and function as well as website and email content, all year round.

What you really need to focus on is creating recurrent revenues where your outlay is factored into weekly or monthly expenses. Constantly creating work by offering permanent sets of services to clients will move your agency past the "campaign" way of thinking, and ensure your clients are paying you for your services weekly or monthly, rather than just for every quarterly campaign. Building consistent relationships with your clients is the key to retaining them.

Your agency should be completely focused on attainment of solid financial results for your clients rather than just "good metrics". When it comes down it content engagement means absolutely nothing if it's not converting into profit for them. Metrics can be used to show clients your results, but also show them how it converts into their bank account.

### **Refine Your Processes And Systems To Save Time And Money**

Automating reports can save a lot of time for your agency. There are hundreds of systems around that can help you to automate your reporting, so why not utilize them?

Because it is so important to keep clients informed with their results, having a streamlined way to show them is as important for maximizing your profitability by lowering your outlay in labor. Don't forget that delivery of good news is the best way to up sell, and if it only takes 30 seconds to export a report, rather than 30 minutes manually, it will make a big difference in your ROI, and theirs.

Automated reports through software will allow your clients to see results, daily, weekly or monthly and you can integrate all forms of your campaign like rank tracking and social media. Focus your physical attention on the important things like your clients, and let the software do the reporting.

While you are automating your reporting, you should automate everything else as well, like proposals and contracts. Everything in your processing that takes time can easily be scaled back and automated to save time and money. From managing HR documents for employees to streamlining

legal documents and appointment scheduling there is software and apps available for almost everything.

### **Grow Your Team through Outsourcing**

Being digital means most things can be outsourced. Outsourcing means that you can create an agency that offers services you and your employees aren't even skilled in, if you know how to hire the right people. There are hundreds of freelancer sites out there, and finding the right contractors for your agency is just a matter of getting the word out there that you are looking for someone to perform a task.

Tasks like SEO and copywriting are outsourced more times than not and although there are thousands of freelancers looking to take on your work, there are most likely only a handful of them that will suit your agency requirements exactly. Remember that a high price is not always going to mean high quality work, and vice versa, but you are only going to find quality work through trial and error, or recommendations.

Outsourcing is a great way to build from a small agency to a mid-sized agency, and it can cover the basis of your business until you can afford to hire someone to work in your office to do all the jobs you can't. Utilizing interns is another great way to get the job done without costing a fortune. You never know who your next intern could become.

Utilizing interns and outsourcing allows you to offer services to your clients that you wouldn't normally be able to, and can help you to create an agency that stands out from the rest.