

Read *This*, Before You Spend Money on Marketing!

Marketing has become a tremendously complex field, with over 50 specialties varying from media buying, advertising, online, CRM... the list goes on.

What Were

Advertising Agencies
Media Buying Agencies
Market Researchers
Design Agencies
Direct Marketers
Promotions Agencies
PR Agencies
Web Designers
Innovation Agencies
Sports Managers

Are Now

Total Communications Partners
Channel Planning Specialists
Consumer Psychologists
Brand Developers
Direct Response Agencies
Direct Response Agencies
Total Communications Specialists
Online Marketing Agencies
Inventors
Sponsorship & Experiential Specialists

Despite the trend towards specialisation, agencies are very keen to keep as much of your marketing spend under one roof (theirs).

So, your job is to make sure you choose the right agency for the right purpose.

Here are some simple tips to help you find your dream agency partner:

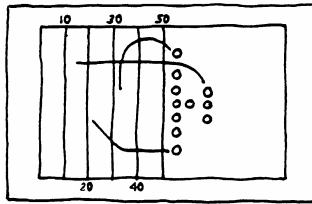
1. Stop! Slow down, to speed up



To Speed Up, Slow Down

To speed up, you should always stop to think before you do any marketing, but ESPECIALLY if you are looking at doing anything with a new agency. You need to be clear what you really need.

2. Know the difference between strategy and execution



Strategy and execution are essential to win

An understanding of the difference between strategy and execution will help you enormously because it helps you work out what you will be asking of them.

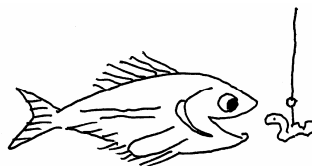
Marketing Strategy is an expression of the overall way you plan to reach your goals.

Execution describes the concrete steps you take to bring your strategic thrusts to the customer.

A good test of whether you are talking about execution is “is it something my customer will see” – if the answer is yes, you are talking about execution, not strategy.

Once you have a strategy, your job is to choose the best agencies you can find to help you bring them to life. Always ask to see example of agency work. You need to feel comfortable in advance that your brand or product could also fit in that portfolio.

3. Why shouldn't I just get my current agency to do everything?



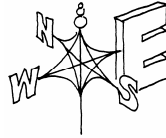
My agency wants me to do *everything* with them.

There are 2 main reasons to think twice before getting just one agency to do everything in your marketing mix.

- Firstly, many want you to spend as much of your available budget on MORE of their type of service, even if you might get bang for your buck elsewhere.
- Secondly, they are financially motivated to take on NEW types of work in areas which are really a bit outside their expertise.

Either of these results cost you money, time, quality, or all three.

4. Write your plans, and - for crying out loud - write a brief!



A great brief sets your direction into action

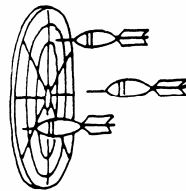
You need to have a written brief *before* you approach your marketing execution service providers (even if you change it with their help later).

You must write a written brief *before* you speak with anyone about “making” or “doing” or “printing” or, most importantly, “spending!”

Writing a brief is the ultimate test of whether you have given your marketing the right level of thought, and it sends a strong signal of professionalism to any new agency.

You can download a simple briefing template for free at www.turning-leaf.com.au

5. Hold your agencies accountable for hitting targets



Targets Matter!

Once you have a written marketing strategy and brief, you are in a strong position to choose the agency most likely to help you achieve your targets.

Having chosen an agency, make sure they are empowered to do a good job, by agreeing goals and steps, and then measuring achievements.

Make sure you work with them so they agree that the targets they are aiming which, for them, are fair (i.e. reasonably able to be controlled by them).

6. Here's a checklist to help you make a final decision:

- ⇒ When I look at their past work. I can ‘see’ my brand/product/service fitting in to their portfolio.
- ⇒ I think I would have fun working with this agency.
- ⇒ They showed signs of good internal processes to keep things under control.
- ⇒ The agency showed real interest in my brief, asking questions to help them understand what I wanted.