

Digital Agency Summit

“Top 5 Takeaways”



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#1 – SELL FACEBOOK

- 64% of SMBs are buying ads on Facebook; up from 30% one year ago
- If you aren't selling Facebook ads to SMBs in your market, you are missing out on a huge and lucrative opportunity
- Use an ad tech partner such as Tiger Pistol

#2 – HAVE A SPECIALIST

- Have account executives set two qualified appointments per month
- And then bring in the digital brand strategist (DBS)
- Deep knowledge of how to educate clients in digital advertising

#3 – THINK NICHE!

- Digital agencies have a unique opportunity to own a category
- For example, cosmetic dentists in your market
- Exhibit at regional conferences, extend your reach in your niche

#4 – SEPARATE UNIT

- "One third of our survey respondents don't have a separate name for their digital agency, and 67% don't have a sign that is visible to the public." - Borrell Associates
- What kind of message does this send?

#5 – SMALL MARKETS

- Federated Media
- WPSD
- LMA call

BONUS- SMALL BUSINESSES

- Pursuing small businesses with 10 or less employees can be a good source of revenue
- Propel (GateHouse) will partner with you on a rev share with their service called ThriveHive
- At Propel, the ThriveHive model is built to be a recurring, monthly revenue stream

QUESTIONS?



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<https://www.linkedin.com/pulse/digital-agencies-11-things-you-might-know-nancy-lane?trk=prof-post>



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