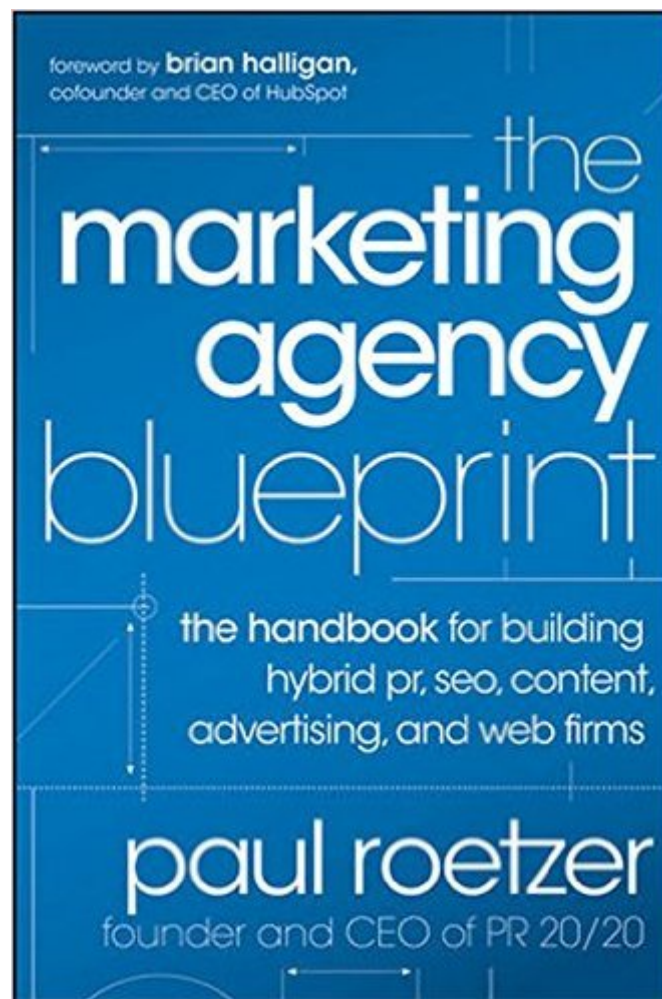


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The Marketing Agency Blueprint: The Handbook For Building Hybrid PR, SEO, Content, Advertising, And Web Firms



Synopsis

Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

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Customer Reviews

First, yes there are a few limitations of this book... I would agree that it gives a pretty hard sell for Hubspot. Hubspot and the author seem to have a promotional partnership going on. Nothing wrong with that, but if you aren't a Hubspot customer or fan and you read the book it does indeed come across a little strong. But I can live with that. Second I would agree that the book is more geared towards those who already have some experience - perhaps a marketing person who is going out on their own to start an agency, or an existing one-man consulting firm who wants to grow. One person complained in the reviews that it did not give step-by-step instructions for building a marketing agency completely from scratch. I don't think you can (or should) get that sort of thing from a book. Now all of that aside, I found this book WONDERFUL and a very interesting read. When I read this book (ordered it the day it became available) I had been running an internet marketing agency for several years and was looking for ideas about how to scale from 5 employees to 10-15. I think this book is great for that. The author is very up front with real data from his own experience, and uses specific examples as per pricing and related topics. Rather than being vague about pricing theory, he provides specific dollar amounts and crunches the numbers. This book helped me in several ways: 1. It helped confirm a few things my firm already does, but showing that other agencies also have found xyz to be valueable. 2. It helped give me new ideas and new ways of thinking about how to lead my agency into the future. 3. It gave me inspiration and helped motivate me to take my firm to the next level.

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