

How to get the best work from your marketing agency

Matthew Stibbe Articulate Marketing

13 July 2022



Things clients say they want in a good relationship

- Good, timely, regular communications.
- Expert input
- Understand us
- Clear plan with milestones
- Clear division of labour
- Something we can't do ourselves
- Being proactive



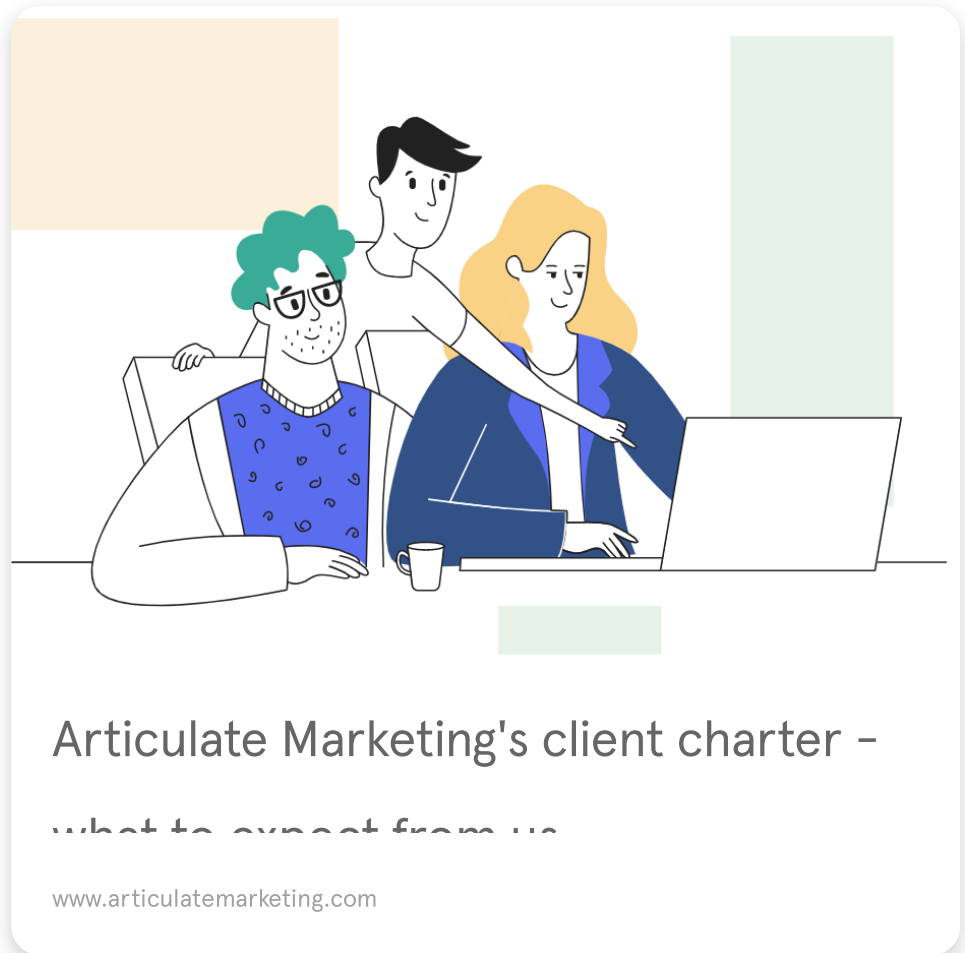
Remember

We can't make your decisions for you

We can't move faster than you let us

We don't know everything that you know

[Check out our client charter](#)



Know what you want

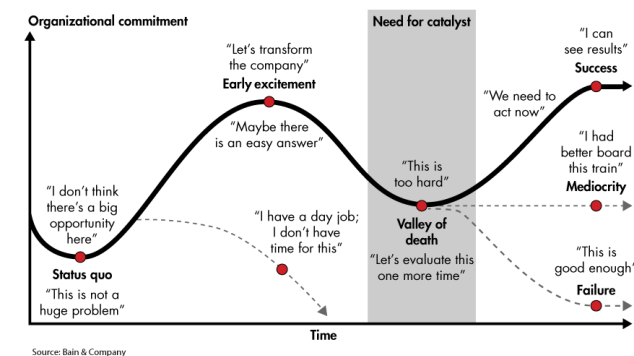
You need to understand your problem(s) and goal(s)

Good marketing is a change project

You don't necessarily need to self-diagnose or self-prescribe

Be open to consultative input during the sales process. What you think is your problem may not be your real problem.

Figure 1: Beware the "valley of death" in change programs



Choose the right agency

Culture and personality fit

Know thyself

Self-starters, Process people, Mini-Steve Jobs,
Technical terrorists, Marketing Pros

Understand your existing
marketing know how

Just enough industry experience



Engage in the sales process

(Hint: it's about more than the price)

Agency

Iteratively refined and specific version of this conversation

- These are the kinds of problems we solve
- For companies like this
- Using these tools and services
- And it typically costs something like this

Client

Iteratively refined and specific version of this conversation

- This is who we are, what we sell and who we sell it to
- These are the problems we're trying to solve
- This is what it's worth to us or the budget we have available to solve these problems
- This is our marketing environment - tech stack and people we have currently



Engagement models

Project

Typically fixed price and scope

Consultancy

Typically hourly rate but with fixed outcomes or timesheets

Retainer

Typically monthly fees and fixed scope or points menu

On demand

Typically, pre-agreed hourly rate or points menu and you get a variable bill depending on what you ask for



Respect the scope

Don't ask for free pitching

Understand and respect scope

Especially on 'fixed price, fixed spec' projects. Engagements are usually either prix fixe or a la carte but rarely 'all you can eat buffets'

Price is important but nobody goes to the cheapest brain surgeon

Image [hat tip](#)

HOW WOULD YOU LIKE YOUR GRAPHIC DESIGN? (YOU MAY PICK TWO)



Be mindful of 'can you just' requests

Clients often ask for 'if you spot anything' or implied knowledge transfer and training. It's rarely as easy or as cheap as it sounds.



PRICE LIST	
WE DESIGN EVERYTHING	500 €
WE DESIGN, YOU WATCH	800 €
WE DESIGN, YOU ADVISE	1,000 €
WE DESIGN, YOU HELP	1,500 €
YOU DESIGN, WE HELP	2,000 €
YOU DESIGN, WE ADVISE	3,500 €
YOU DESIGN, WE WATCH	5,000 €
YOU DESIGN EVERYTHING	7,500 €



Fixed-price projects

We have to work together to define the scope

It's not an 'all-you-can eat buffet' of work with a fixed price

Understand, prioritise and communicate what's important to you



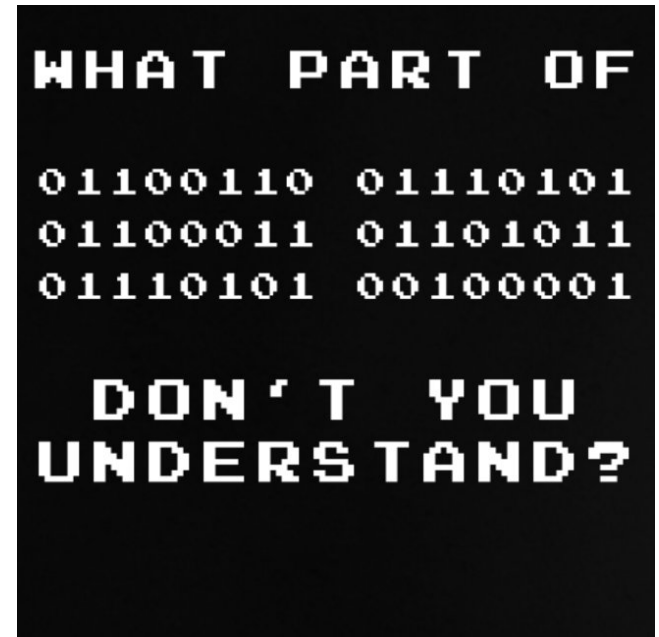
Onboarding and first deliverables

You're the experts on your business

We have diagnostic and information gathering processes but we need your help and it takes a bit of time

Don't expect instant results

Harmonisation



Communicate well

Turn up for meetings

Understand the 'rules of the road'

Be nice

How creative people work



Be awesome at feedback

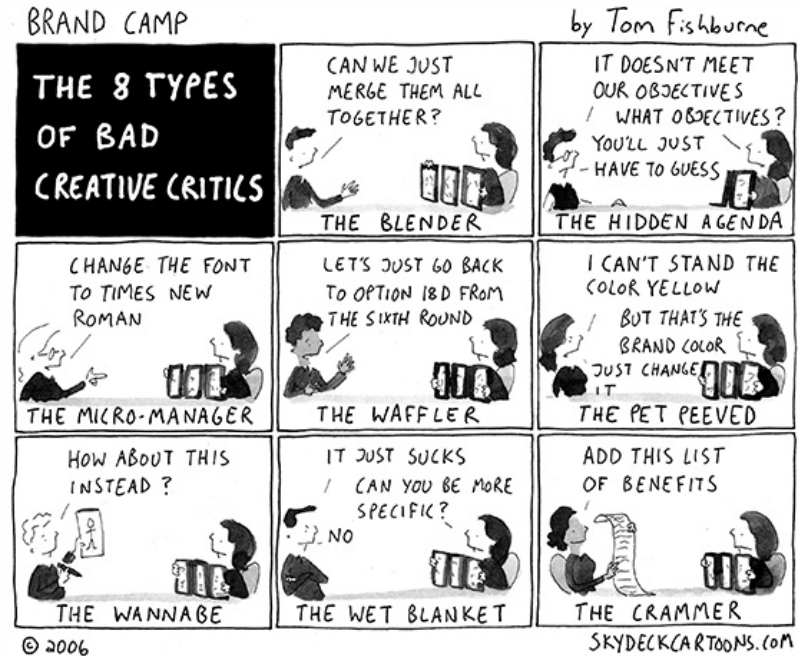
Share context

Give positive feedback too – you'll get more of what you praise

Manage internal stakeholders

Don't be a dick

Hat tip: [Marketoologist](#)



Speak up

Silence is a warning sign for us

If there's a problem, tell us so we deal with it



Think ahead

Make timely decisions

You need to do your bit of the project on time so we can do our bit of the project on time
Client-side delays are 75%+ the cause of project delays



Manage POC changes

POC change happens

Brief them, hand things over,
introduce us

Planned and well-managed
change is best for everyone



Work with your client partners



Head of Client Services

Paul Morton

- **Expertise:** Advocating for clients and strategic game plans.
- **Experience:** 5+ years in marketing and client services.
- **Likes:** Going to gigs and face-melting guitar solos.



Specialist Client Partner

Philip Dodds

- **Expertise:** Project management, account management.
- **Experience:** 14 years in people engagement roles, 2+ in client services.
- **Likes:** Craft ales, Scottish Football, fantasy RPGs and books.



Client Partner

Helena Sharp-Stephens

- **Expertise:** Account Management and Project Management.
- **Experience:** 5+ years of project and marketing management, and content production.
- **Likes:** Hiking, good views, jigsaws and geology rocks.



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

