

MARKETING AGENCY MATCHMAKER

8 Things To Look (And Look Out)
For In A Partner



The right marketing agency will make you and your business look good. They'll be smart, quick, experienced, honest, fairly priced and will continually bring inspiration to the table.

Such relationships can be difficult to find and maintain. In fact, according to a recent survey, **only 39% of brands say they are very satisfied with their agencies.**¹ And 30% of brand marketers say they're likely to switch agencies in the next six months.²

But the last thing you want to do is jump out of one bad relationship into another. So how do you make sure the marketing agency you select is the best match for your company and goals? Here's a simple eight-point checklist to help guide you to long-term bliss.

1. Their creative work stands out



Around 47% of brands put creativity at the top of their must-haves for agencies.¹ If an agency can do good work in “boring” industries, it's a good sign that they understand the value of creativity in all industries. When evaluating marketing agencies, look at their past work – and look deeper than if they've produced anything in your industry but also what they've done across industries. If you're not impressed by the agency's past work, chances are you won't be impressed with future results either.

2. They commit to understanding your business



A third of brand marketers say they want their agencies to better understand their business.² Agencies will never have the level of expertise that you or your SMEs have. But look for an agency that makes the time and effort to listen and learn about your company, challenges and goals as well as your expectations. They should grow to intimately understand your business so that as time goes on, ramp-up time for each assignment all but disappears.

Brands that are highly satisfied with their marketing agencies are

61%

more likely to experience **substantial revenue growth.**

3. They're open and honest



Around 33% of brand marketers are looking for agencies to be more transparent and communicative.² Your agency should be honest with you regarding how they see your opportunities and challenges – you don't want people to blindly agree with you.

The right agency will also explain with whom, specifically, you'll be working and what that dynamic will look like. Ask to meet your account team and learn how the agency communicates progress, next steps and results.

4. They value value



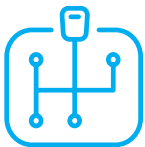
B2B companies want their agencies to deliver value, especially in times of economic uncertainty. A partner with proven experience, a deep bench of talent, industry knowledge and a great track record will end up saving you time and money over the long run, while getting you better results. They're not learning on your jobs – they're applying past experience to your jobs.

5. They're data-driven

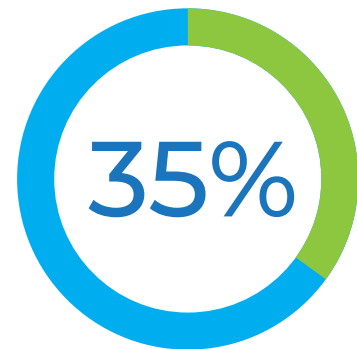


Any marketing agency can claim to deliver ROI. But find out how the agency *demonstrates* results. Do they provide analytics that show and compare engagement and conversion rates? Do they present this data in a way you can easily understand and use? Can they build you a dashboard? And will they continue to refine campaigns based on what's working and what isn't? It's also important to clarify the metrics your agency will use to measure your success.

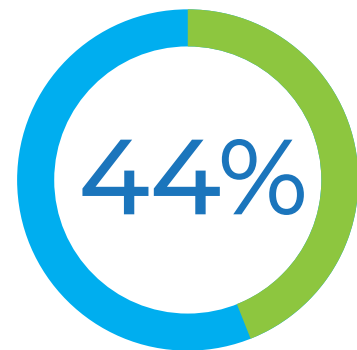
6. They're not on autopilot



Agency complacency is a real thing. It's all too easy to set up a system and run with it regardless of changing factors. Your agency should be agile and be able to help you anticipate shifts, capture opportunities and outmaneuver the competition with proactive solutions, including ones that leverage the latest technology. They should demonstrate creativity not just in the work they produce but in how they think and act.



of brands say they're satisfied with their **agency's transparency** and only



of brands say they're happy with the level of **agency communication**.¹

7. They deliver on time and on budget



When's the last time you had too much time and too much money for a campaign or project? Exactly. Agency turnaround times and budget overruns are the top two challenges brands face when working with agencies.² Ask how the agency ensures efficient, timely delivery of projects, especially given the current speed of business, as well as how they minimize change orders, scope creep and surprise fees.

8. They're nice to work with



It might sound childish, but don't underestimate the importance of working with people you actually like working with. Egos and obstinacy are red flags. Seek an agency that welcomes your ideas and input, and that's willing to make changes without the temper tantrums. Will the agency play well with your other agencies and vendors? Will they give you the working files that you paid for? Will they make your life easier? Would you grab a drink with them?

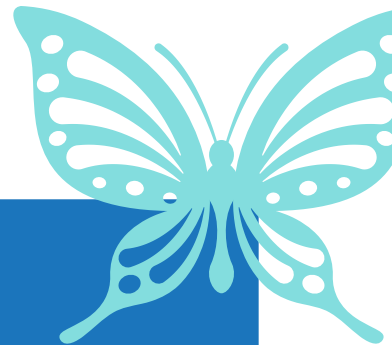
97%

of brands think it's important for agencies to offer **creative solutions** in response to market changes.

SEE IF WE'RE A MATCH

At Chrysalis Communications, we know it's our job to fit the way you work, not the other way around. If you're in the market for a new marketing partner – or are simply agency-curious – let's set up a quick meeting. No sales pitches. No pressure. Just a friendly chat.

[Schedule a quick meeting](#)



Sources

¹ "Mind the Gap: New Data Reveals Brand/Agency Partnership Changes Challenges." WPromote.

² "Marketing Relationship Survey: Agency-Client Relationship in 2021." Setup.