

12-point checklist for 5x agency growth



Aji Issac Mathew

CEO, Co-founder, Indus Net TechShu & DigitalMarketingUniversity.com

aji@techshu.org

aji@digitalmarketinguniversity.com



One thing that we can
learn

from the machines is
their ability to solve
problems

Today, structure is your best bet for taking wise decisions #WisdomOverKnowledge

“

Frankly, though, I think most people can learn a lot more than they think they can. They sell themselves short without trying.

One bit of advice: it is important to view **knowledge as sort of a semantic tree** - make sure you understand the fundamental principles, ie the trunk and big branches, before you get into the leaves/details or there is nothing for them to hang on to.

”

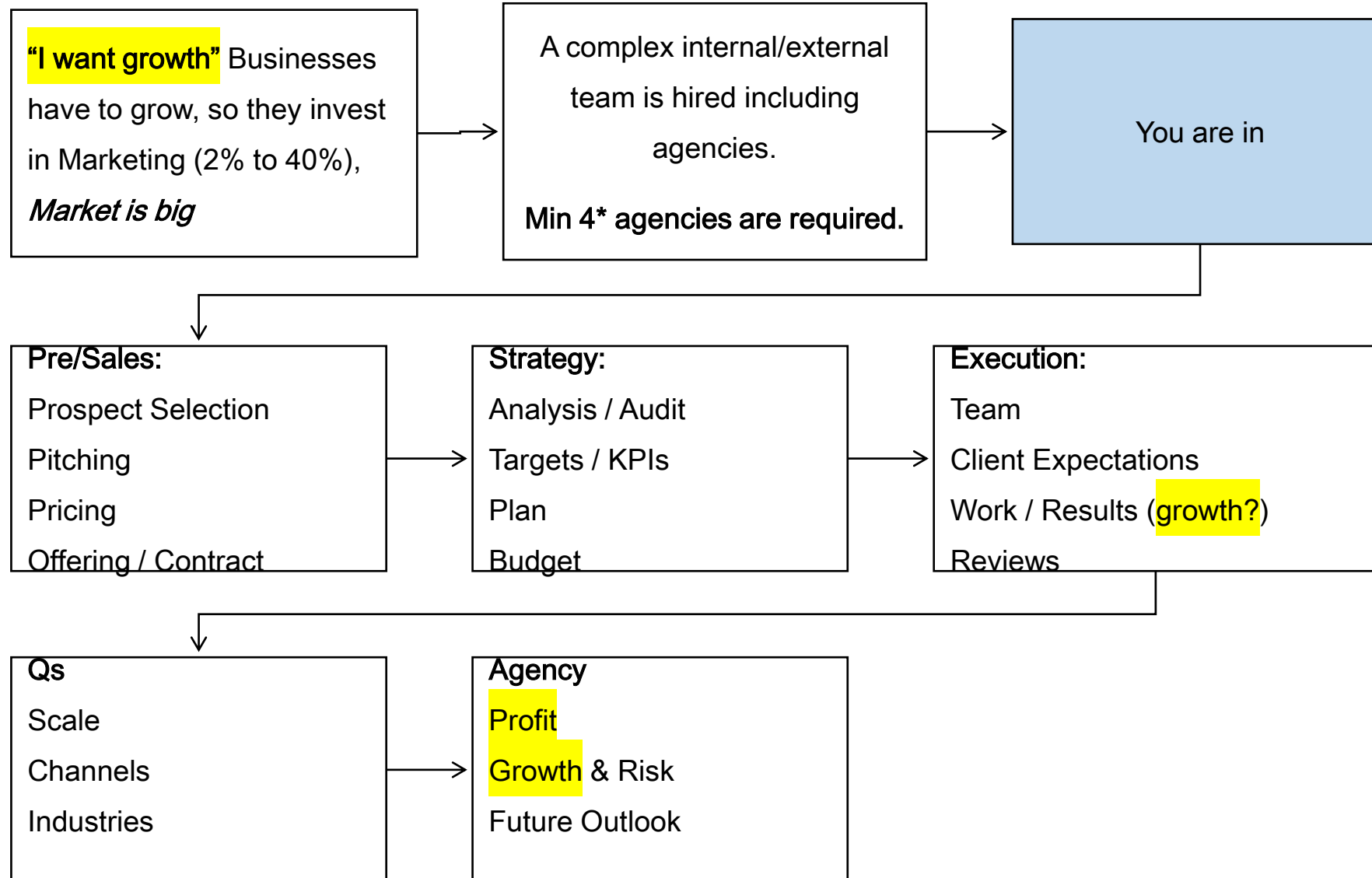
-Elon Musk



FOUNDER OF 4 MULTI BILLION COMPANIES BY HIS MID-40S –
in four separate fields
(Software, Energy, Transportation,
and aerospace)

Let's look at the work flow for the agencies

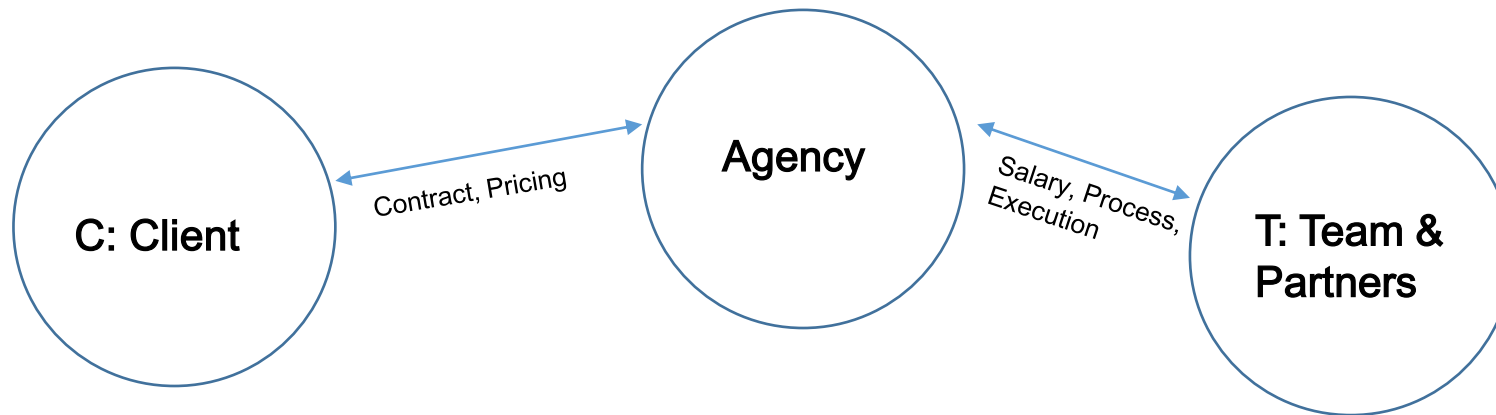
From the start to end, write it and get a clearer view



Agency components (simplified version):

Following components

1. T1: Marketing & pre-sales
2. T2: Sales (presenter) & contracts (expectation setting)
3. T3 (**Account Manager**): First 3 months (relationship, resetting expectation, VITOs)
4. C1: Client, behaviour
5. C2: Company, competitor, industry
6. T4: Strategy , connecting with the node of performance, what's your role
7. T5.x: Execution teams
8. P1: Processes
9. P2: Pricing, contracts, expectations (sales process)





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So, how do we get all of them
RIGHT, almost all*



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Who am I, who we are!



Things are changing fast.

It is important to observe these eco-system changes:

Knowledge is **not** a business
anymore

Global **Competition**, tools,
teams
even for your clients is getting
tougher (Thomas Cook, We
Work etc)

Every company is a tech,
digital and marketing co.
(**frequency**), so moving teams
in-house is getting difficult

Easy to find an agency,
desperate agencies are finding
clients and pushing with
audits.

Too many real fakes of
consultants, agencies, so **trust**
factor is low, confusion is
more.

Feel free to add yours.



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12-pointers for 5x* agency growth

#All: 12 pointers

The first 12 pointers in a sequence

1. Continuous **marketing & sales**, low-hanging ads, hygiene – margins of over 40% , 3 – 3.5 ops. cost to revenue ratio. Sell for profit not for revenue.
2. Strong **lead qualification**, someone needs to make the **right pitches**, the **final presentation** is the key.
1. Plug in to the overall **client's business growth** (multi agency structure), nobody wants marketing, everybody wants growth through marketing.
2. Client **contracts and expectation** setting.
3. **First 3 months** the mother pod to take care of it (be bold), every 3 months mother pod to review and do strategic meeting. (This is not easy to scale)
4. Six pillars of Digital Marketing **Project Management** (Client Visible ROI)
5. Get the **right team structure**, internal/external for scaling up and scaling down. It is always ok to scale down, scale down quickly
6. Team **hiring**, team **contract & training**
7. WIP **process** – repeat and win it
8. **Execution** – master it with KPIs, KRAs, dashboard and reviews, daily stand-ups, weekly reviews, even it can happen on Whatsapp. Review, promote, fire, variable pay.
9. Orbit by orbit, define the **Growth TG** better, do outbound , push out the clients which are not profitable or will grow as per your growth, it is ok. Don't get emotional about it, it is win-win for all.
1. **KPI obsessions** – customer, finance, HR, Gov./society – add more value to client, save cost wherever it is possible, increase LTV.

#1: Continuous Marketing & Sales

Drop by drop, bucket can go empty and can be refilled as well.

Never stop your marketing or sales process, every week the basics must be done irrespective of how busy you are or how successful you have become.

“We shifted our operations head to sales to keep sales ticking”.

Orbit by orbit, sales strategies, TGs will change but the discipline of promoting everything in the right way has no alternative.

What is that I can do as an agency?

- Build a marketing document, TG, why they will choose us etc.
- Build LinkedIn personal connect
- Emailers, WhatsApp ,value added document once a month etc. to keep the connects active (CRM)
- Some ads, remarketing
- Local SEO , Local PPC
- Spend some money on one big campaign every quarter
- Events as context etc

(take a better list from me later)

#2: Lead Qualification

When you have the choice, you are a king.

Qualified lead:

- “Can we add significant value, and can we get significant return”

Have a strong pitching culture for the clients you want to win

Keep similar PPTs , presentation components ready

Person who presents makes a lot of difference

Don't concentrate on pitching, think of winning. Sometimes, you may just have to present an xls to win, at times, it is the questions that you ask, and sometimes it is walking away that wins you the client. Please focus on winning not on pitching.

#3: Keep the end in mind from the start, it's growth not marketing

You may be doing a small part but overall it should be known as how everything falls in place. Don't push yourself without knowing what is ahead of you and what is the purpose.

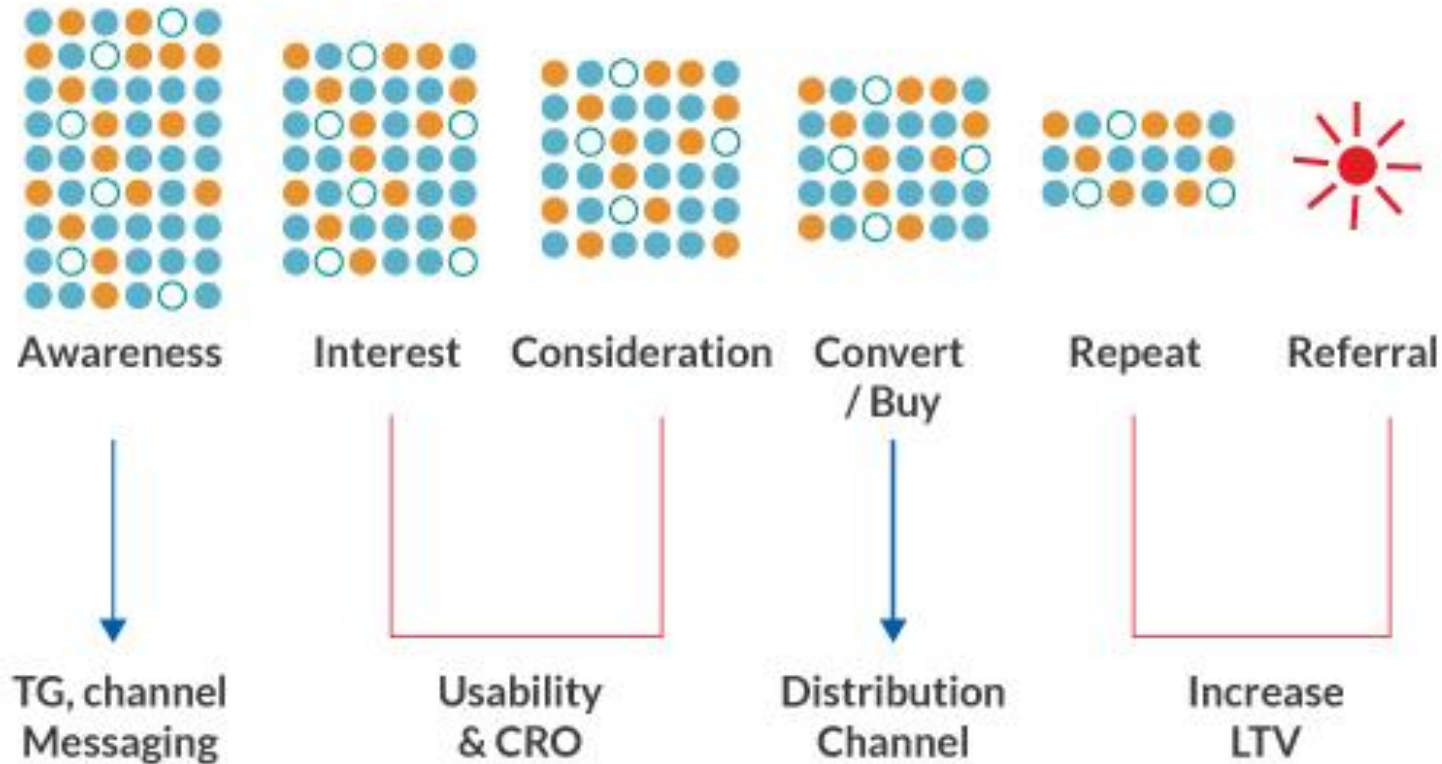


Who is the head agency? (4 agencies needed)

Head agency should be a performance agency.

Know the overall marketing direction, do you buy it? Example: How end customers buy?

Who is optimising for Buyer's journey



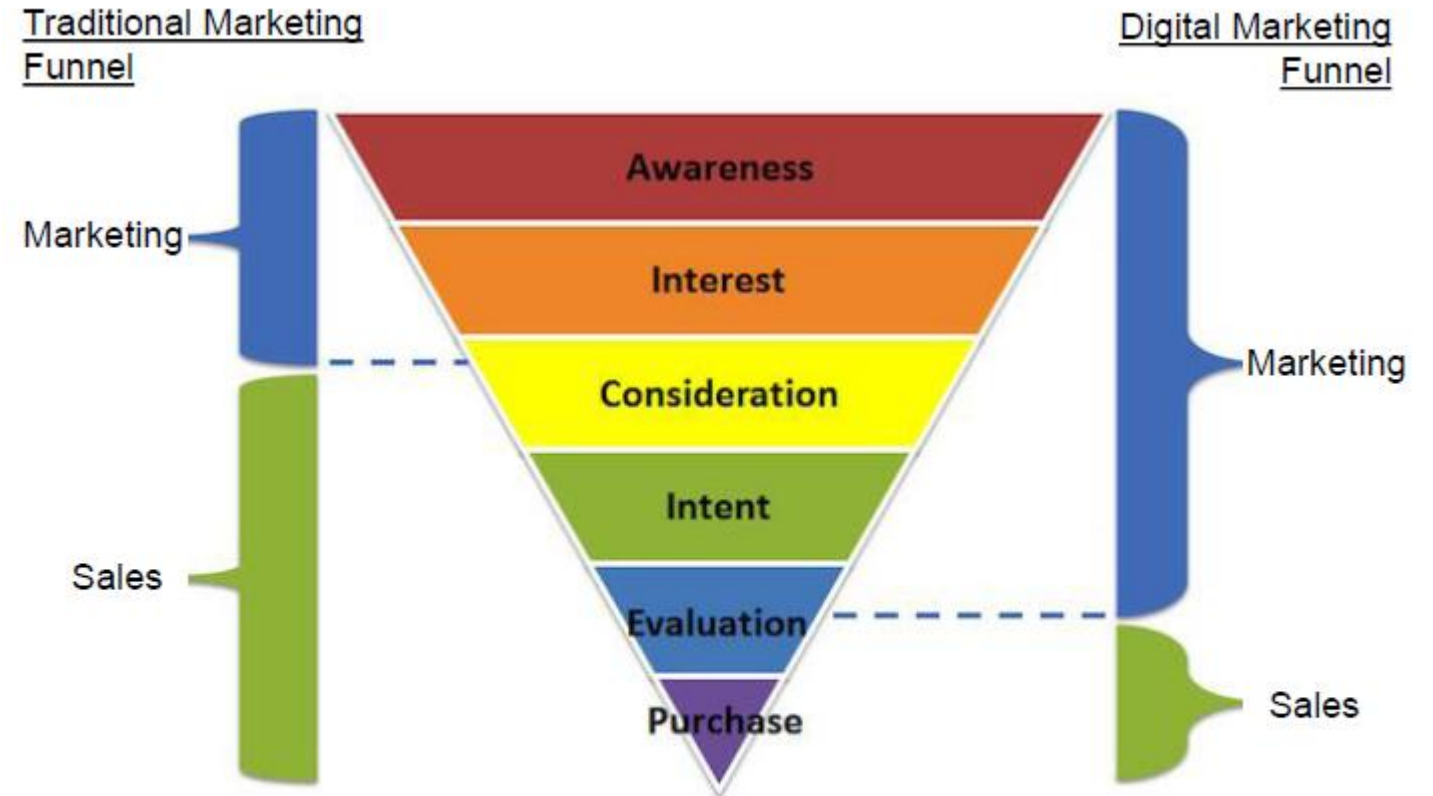
Marketplaces
Paid Ads
Branding

This is your game, how well can
you do it? Build your website for
research.

Who is taking care of Sales / Marketing Handshake

Great leads -> Great Sales??

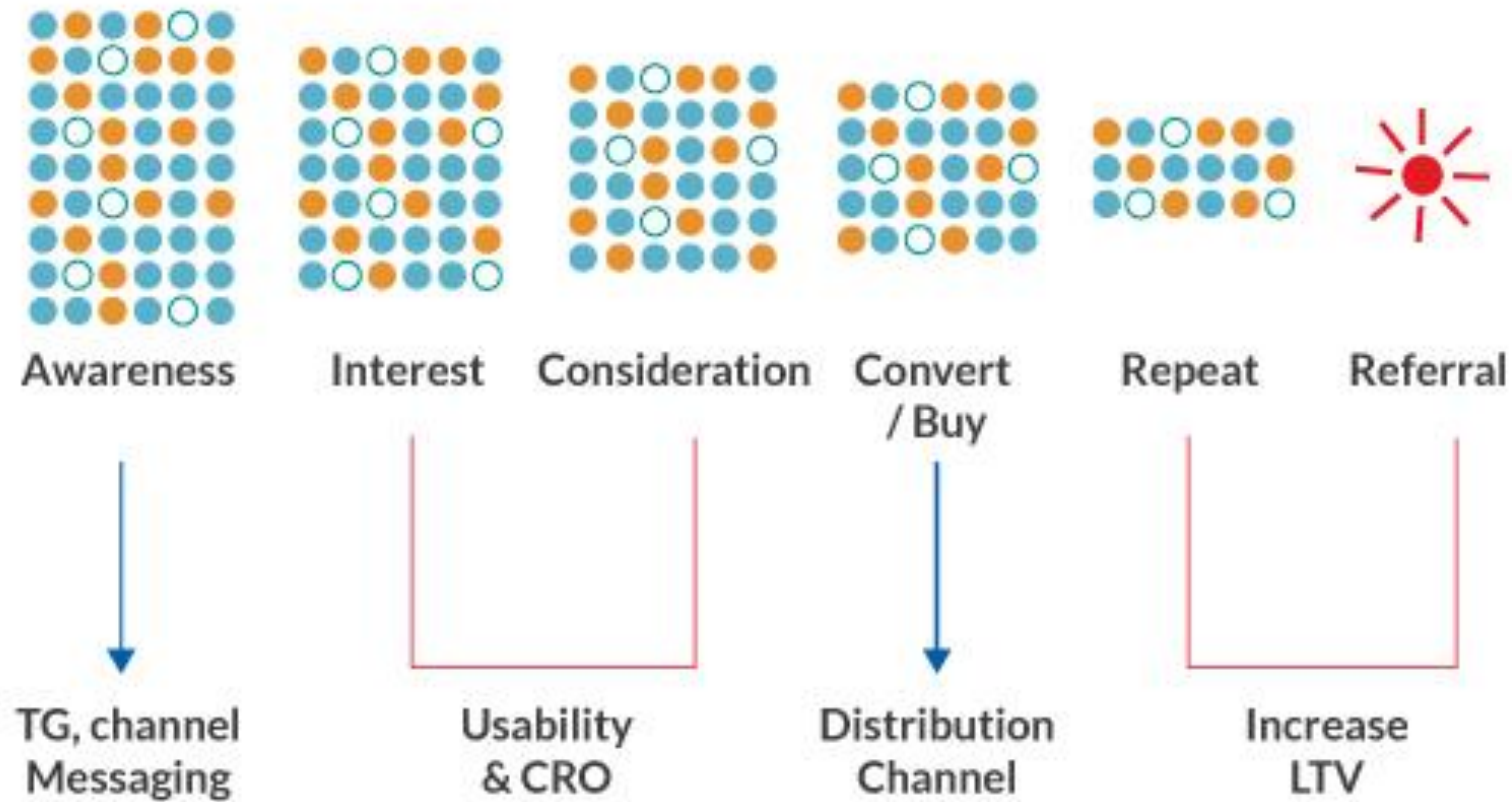
Marketing Automation
CRM



Lets Do!

In digital world, marketing dominates.

Secret: Start fixing the reverse way



Who is getting Positioning & Messaging right

Functional or Emotional?
Market research?

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/
belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/
aesthetics



Badge value



Wellness



Therapeutic value



Fun/
entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

A white glue bottle with an orange nozzle is shown applying a drop of white glue to a blue surface. The glue is in the shape of a small circle. A large yellow circle is in the background.

**Secret: Positioning is the glue
that holds all your messaging**

Think extended communication.

#4: Expectation & Contracts

Who is training your clients?

Often client pitching sets a wrong expectation, navigate and set it right.

Meet the VITOs as managers often have a different picture of the business.

Every new manager is a new client.

#5: First 3 months

Retainer fee is just an entry, real profit lies somewhere else. Find the gaps.

Spend a lot of time in first 3 months to understand the business

Mother pod concept – the best people (very difficult area to scale), separate account managers and strategy heads.

If you are getting bad vibes, fix it boldly or move out of the contract, it is ok.

According to Steve Jobs, “people think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually proud of the things that we haven't done as the things I have done. Innovation (and execution) is saying ‘no’ to 1,000 things.”

In business more die of overeating than starvation

#6: Project Management – 6 pillars

KPIs

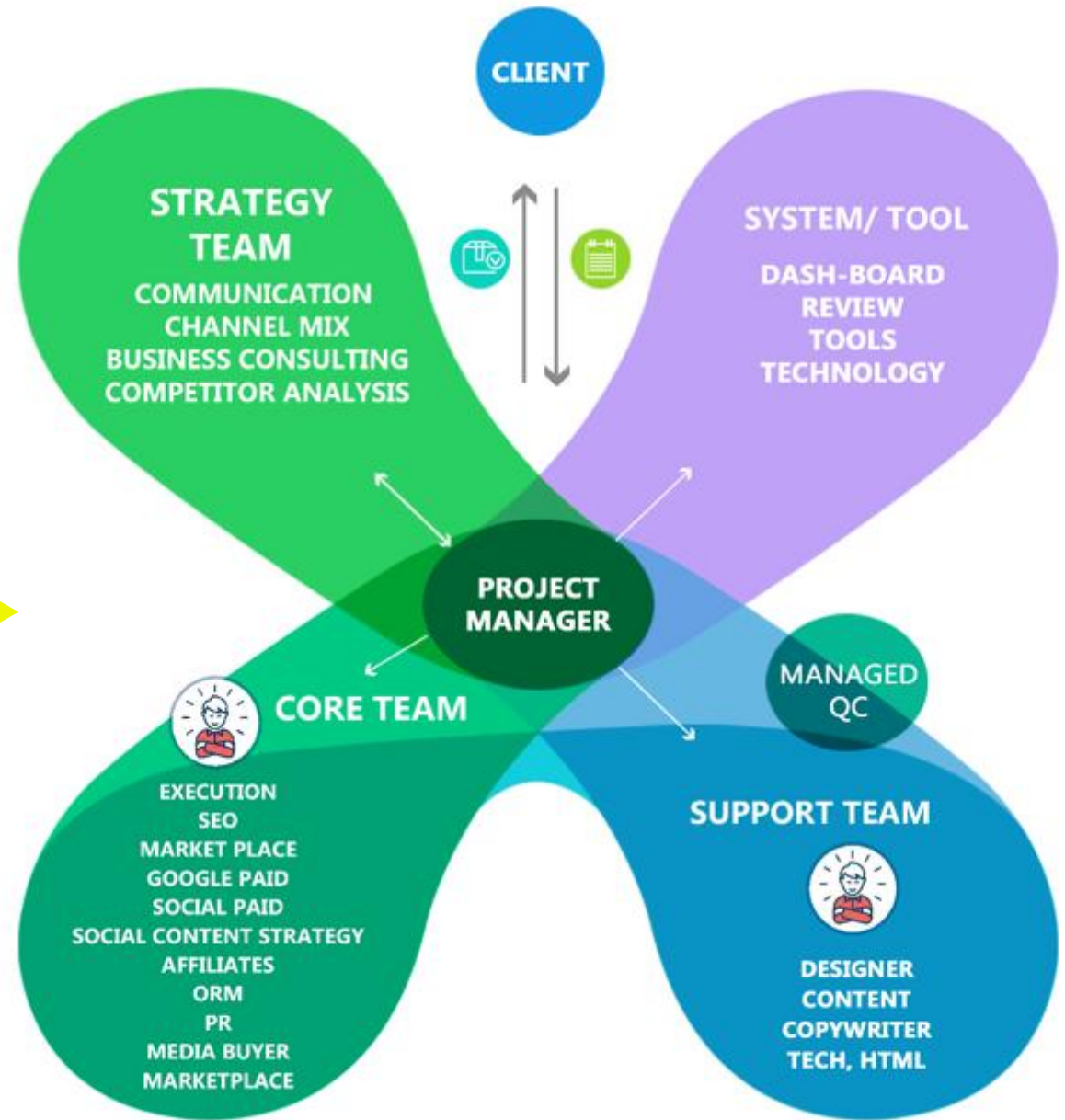
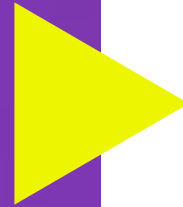
- Real Performance KPIs or deliverables
- Visible KPIs (feeling) – NPS
- Relationship – NPS

6 pillars

1. Quarterly strategy & KPI review
2. Quarterly VITO meetings
3. Monthly planning & tasks
4. Monthly reporting & detailed call
5. Weekly reports or calls
6. Monthly insights (business focused)

#7: Get the team structure right

1. Skin in the game
 2. Business focused
 3. Internal / External
 4. Variable pay, auto scale.
- Toyota / Ford



#8: Training in so 1980s, continuous learning is the future

Hiring / training / continuous development

How fast can you build an easily available talent into someone valuable?

- Without much of training
- Without losing time/money on internship (that's been our secret)
- Collective & continuous learning (where is your mother bee of brain)

#9: Service Industry makes money by repeating

WIP – Process, use google documents, share it with the team.

What is the % of new things vs repeat thing.

More repeat, more money.

New thing is for future to repeat. Keep a healthy ratio.

Structure, Structure – How you think, clone it

Structure everything and manage it as a business.

Dashboard
KPI

Flow from business to channel, not the other way.

Ideal Campaign Structure of **Core Search Campaign**

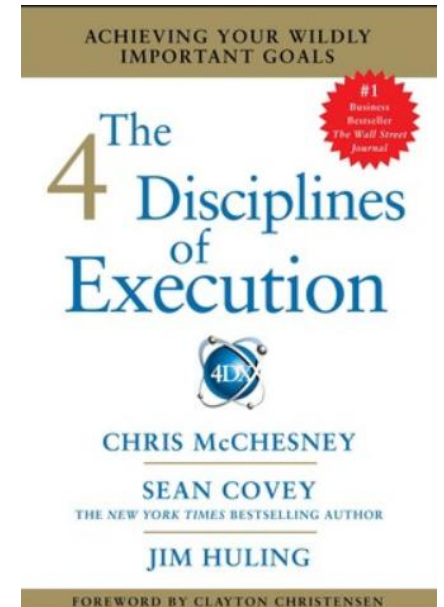
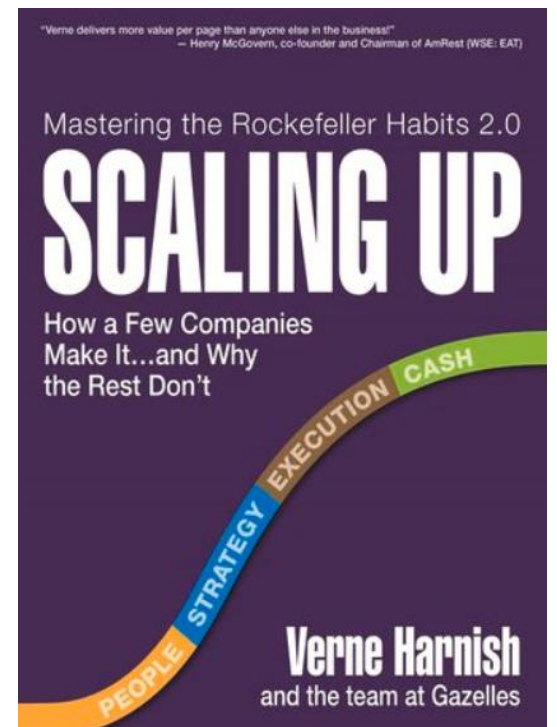
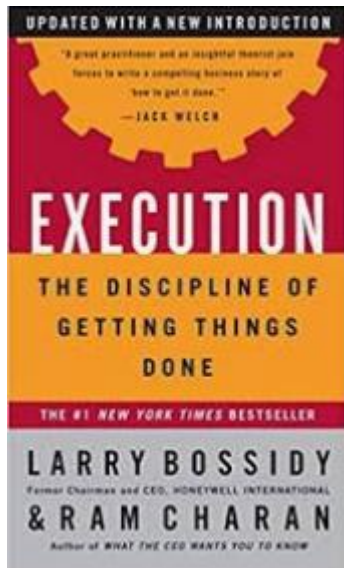


#10: Execution

Follow a religion of execution, 4Ds of execution is a good one

- (1) WIGs
- (2) LAGs and Leads
- (3) Visible Dashboard
- (4) Weekly Review

Daily rhythm (the clients who have it, wins bigger), weekly rhythm
Use Tech, like whatsapp for meetings, voice notes



#11: Niche is the key, reselling right is ok

Orbit by Orbit

Things to think upon

- Niche
- LTV with partnership
- Become critical relationship (be the heart/brain/spine of the client)

You always make money by being there at the right time, don't leave it, a client is a relationship not just a contract, build more value, make more money

#12: Don't miss the 3Ps of 4Ps

KPI obsessions

(1) Client's growth

(2) Finance / profit margins, revenue

(1) LTV increase

(2) Reduce cost everywhere, more profit never hurts

(3) HR / team growth, skills, attitude, culture... culture eats strategy for breakfast, partner (don't reinvent)

(4) Society / Gov.

Promotion in silo is not good, what is your client doing for product innovation , pricing innovation & new place exploration.

We are heading towards a 0-promotion era, I am still thinking about it, I see it as a possibility then I wake up, again I see the same dream, will the dream come true?

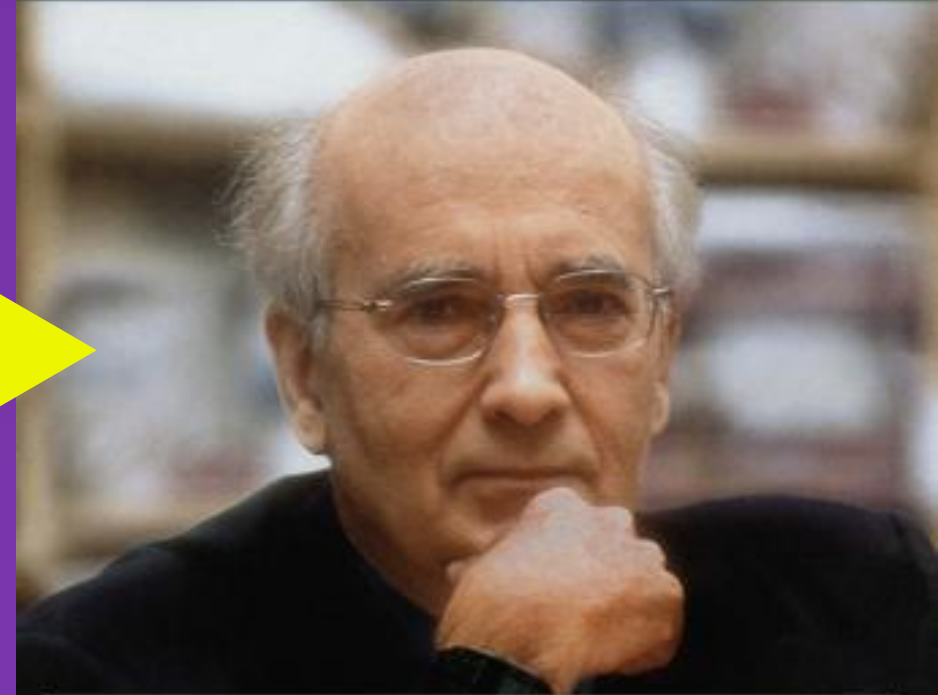
That's not all

Please keep adding, put a structure, help your brain take better actions.

Marketing
fundamental
is even more
important in Digital
era



KOTLER
ON MARKETING



HOW TO CREATE, WIN,
AND DOMINATE MARKETS

PHILIP KOTLER



“

*I always smile when agencies claim they are doing digital. Honestly, maybe that was good in 2010, but **in 2017 they should claim they just do marketing.** We need to stop talking about digital – it's all part of marketing.*

”

Stéphane Bérubé



**L'OREAL CMO
FOR WESTERN EUROPE**



Think, think

Don't create global content for local business.

Reuse the global content with local flavour. 😊

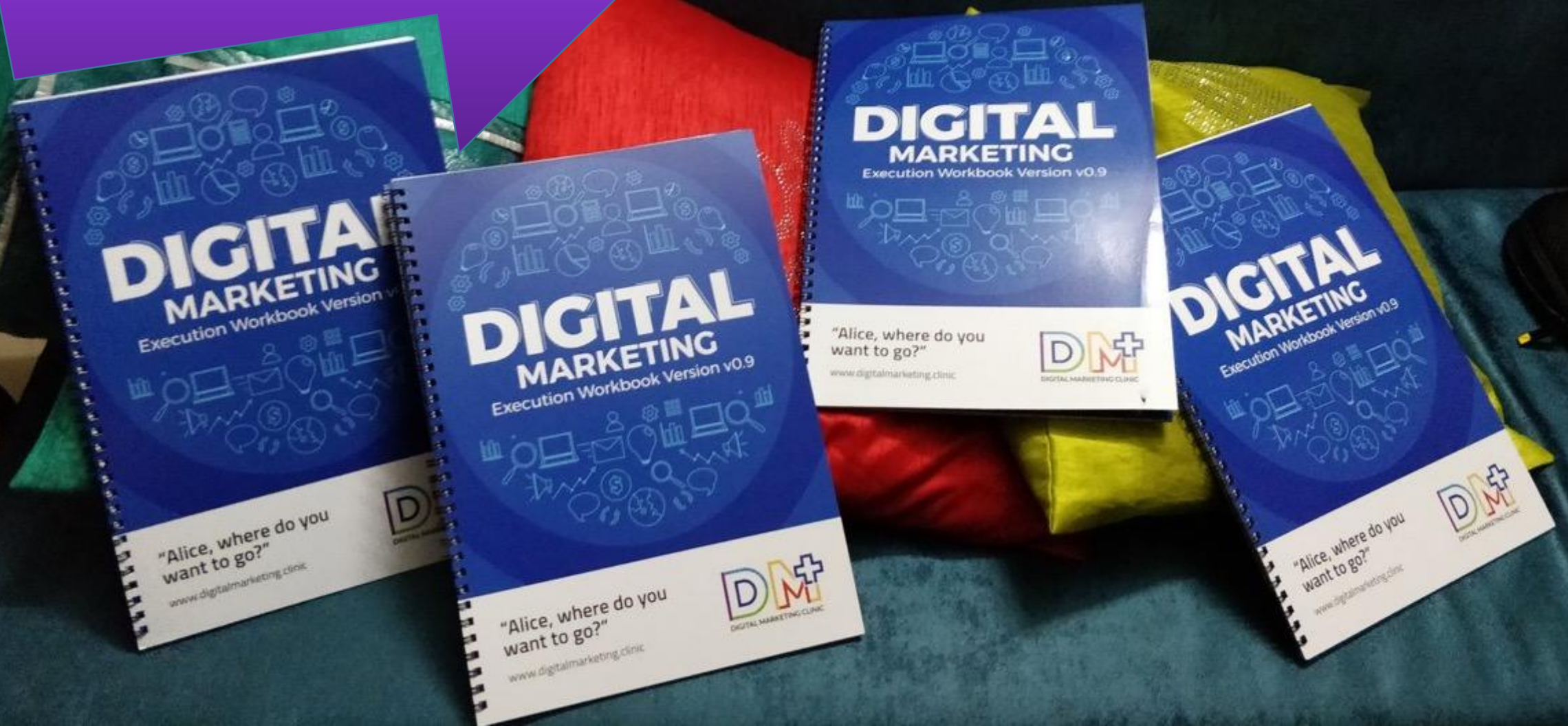




Think, think

Think utility over creative campaign for multi-fold and year-on-year dividends. Convert content to utility

Drop me a message at aji@techshu.org
for a copy





Thanks

Digital Marketing
as a
profit centre



DIGITAL
MARKETING
UNIVERSITY



Train your team, white label tech, martech & performance digital marketing