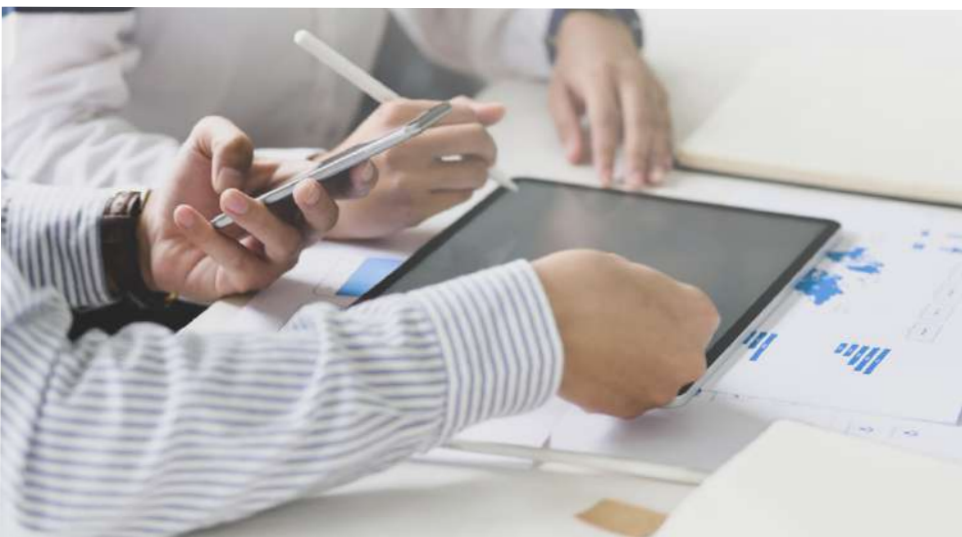




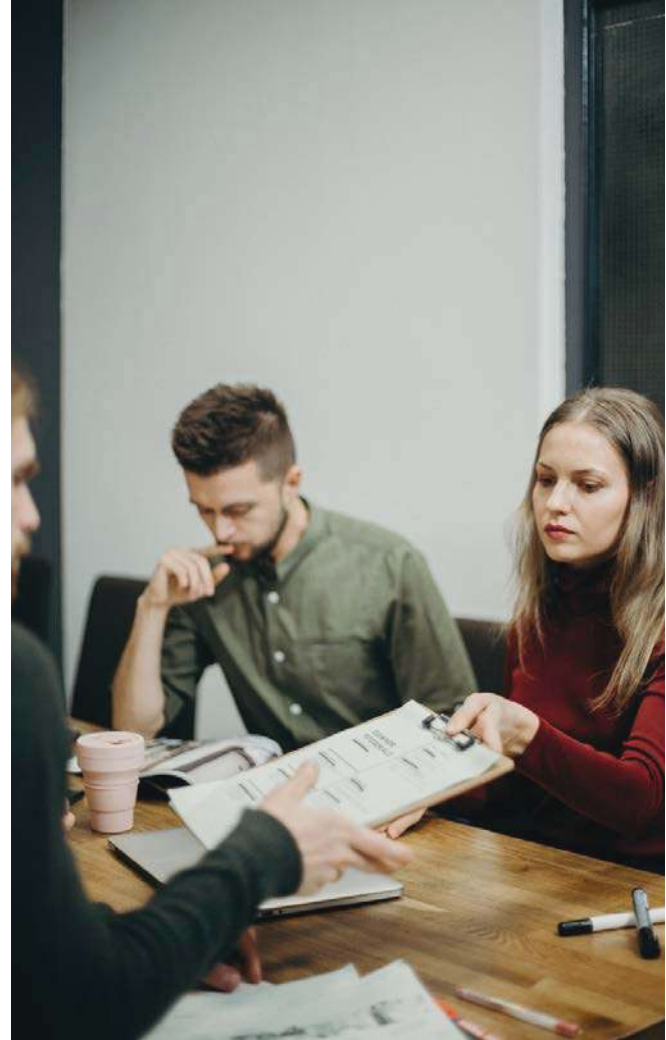
HOW INDEPENDENT AGENCIES ARE WINNING CORPORATE CLIENTS



All too often, boutique agencies and consultants play it small because they think they can't win corporate clients.

Or because they simply don't know how to go about approaching them.

Instead, they stick to the juggling act of working on a variety of smaller accounts, often in different industries, with big demands and painfully small budgets.



This creates a high-stress environment that's sure to stifle the creative genius of even the best in the business, and robs them - or maybe you - of the opportunity to realise your business' full potential and profits

The pandemic era is providing businesses with a chance to reset, refocus and reinvent - and that means big opportunities for independent agencies.

Most industries have taken a financial hit and many agencies have lost contracts, but this shift has made way for smaller players to accommodate large corporate clients with bigger budgets.

While some big agencies are still reeling from profit losses, job cuts and restructures,

smaller agencies with fewer overheads now have the flexibility to move swiftly into their domain and pick up corporate clients seeking new talent, loads of energy and fresh ideas.



Some independent agency owners may be hesitant to make the first move, doubt their ability to deliver, or simply don't know how to land big-ticket clients.

But it might surprise you to learn it doesn't take big teams, fancy headquarters or flashy titles to secure those corporate accounts. And you've probably already got everything they're looking for right now.



01

THE TOP 3 REASONS YOU'RE MISSING OUT ON CORPORATE CLIENTS



01

IMPOSTER SYNDROME IS HOLDING YOU BACK

Do you feel like you're not worthy of high-profile corporate clients? Or maybe you're afraid that you're too small or not 'good enough' and can't meet the demands of a big corporate company?

It's common for 'comparisonitis' to set in, and many independent agencies and consultants can be quickly overwhelmed by the supposed competition and sell themselves short.

Some people aren't even aware of these thoughts creeping into their subconscious, which can sabotage their chances of business success.

So, if you're yet to land that big-ticket client you've been dreaming of, first take a look at your self-image and mindset, and consciously clear anything that might be standing in the way.



02

YOU DON'T HAVE TIME TO FOCUS ON BUSINESS DEVELOPMENT

If you're so busy delivering the work yourself, running from one project to the next, keeping on top of emails, chasing up payments, and managing team members, you probably don't have much time to grow client relationships or actively pitch for new contracts.

Meanwhile, you're sacrificing sleep, your health, a social life or precious family time, and becoming increasingly frustrated, growing resentful of your work and maybe even questioning the future direction of your business.

This situation feeds back into imposter syndrome and creates a vicious cycle that could be doing serious harm to your business mojo, and your bank balance. The key here is to free up time by streamlining processes, which brings us to...



03

YOU HAVE AN INCONSISTENT APPROACH TO BUSINESS DEVELOPMENT

Lack of time and lack of confidence often combine to create a haphazard, ad-hoc approach to business development.

You're not alone. Most independent agencies don't have a strategy in place to attract or land corporate clients. And **less than 10 percent of agencies** have implemented any type of predictable system to rapidly build revenue.

Larger marketers - and agencies - often have entire teams dedicated to client acquisition, which is a luxury most independent agencies can only dream of.

But with integrated strategies freeing up your time, you can finally put plans, processes and streamlined systems in place to create a uniform approach to growing your business, and client list.

TrinityP3 founder and CEO **Darren Woolley** comments that a clear vision and strategy makes all the difference when it comes to winning corporate clients.



02

3 REASONS CORPORATE CLIENTS WANT TO WORK WITH YOU



01

INDEPENDENT AGENCIES ARE NIMBLE AND LEAN

You have significantly lower overheads compared to larger agencies, and while you shouldn't fear charging what your offerings are worth, you will only be charging corporate clients for the inclusions they want and need – rather than excess fees and charges for services they don't use. This improved affordability can be an attractive feature for corporates looking for an agency that can maintain or even improve quality at a lower price point.

Not only do you present a more affordable and accessible option, your transparency, flexibility and no-nonsense approach is appealing too. All companies are looking for ways to cut costs and reduce red tape, and working with a lean-running and dynamic agency that's simply willing to get on with the job can be a refreshing change for corporate clients too often weighed down by bureaucracy and over-regulation.



02

YOU HAVE SCALABLE AND SPECIALISED SKILLS USUALLY UNAVAILABLE IN LARGE CORPORATES

If you have a portfolio of projects and successful outcomes you've produced for smaller clients, you can replicate those results on a larger scale.

But you also have the adaptability to tailor, tweak and fine tune each approach to deliver exactly what a high-paying client needs.

To identify your strongest and most valuable skills, review all of the projects you've delivered to date and look for patterns and commonalities. Which industries have you delivered the best and most consistent results for? What types of projects have been the most successful? Which work did you enjoy the most, and why?

Taking a thorough look at all of these details and analysing the data from a variety of angles can give you valuable insights into how to put your best foot forward when approaching corporate clients.



03

YOUR CREATIVITY AND FORWARD-THINKING IDEAS

Smaller agencies are perfectly placed to demonstrate that you not only know what corporate clients need, but you're ready and raring to deliver in new and dynamic ways.

Forward-thinking companies will appreciate your creativity and flexibility, and your willingness to take risks to cut through with new ideas in a saturated market. In the current and post-pandemic era, large companies are looking for ways to pivot and reinvent their image and appeal to consumers in new and innovative ways. What worked for them before, might not be working now, and large agencies are more likely to be playing it safe as consumer confidence dips, potentially not keeping up with the changing pace of their corporate clients.

*Speaking with leading ad industry publication **Ad Age**, Ten35 CEO and managing partner Ahman Islam said the passion generated by smaller agencies creates organic competition.*

“I think a lot of times when dealing with the big agencies, there are things that get in the way of just doing the best work. I think with a small agency the focus is on the work. There's a level of passion and, at times, a level of competitiveness, especially when you're in a situation where you're competing against or working with large agencies that small agencies bring to the table that clients really love.”



Case Study

WEB PROFITS & KABBAGE

Sujan Patel of Web Profits Agency on the four-step, six week process he used to land his **first corporate client** – Kabbage.

1. He sat down with his team to identify an industry to target. They did this by deciding which industry they were best equipped to help. They explored which types of clients they'd had the most success with. Finally, they looked at which industry would be most profitable.

Their answer: FinTech.

2. With an industry selected, they selected one of the biggest companies in that industry as their dream client: Kabbage.
3. They wrote a case study specifically for Kabbage, essentially an e-book of around 12,000 words, accompanied by a video. It was an interpretation of how Kabbage could competitively market their business in the FinTech industry, including strengths, weaknesses and opportunities. They sent this to Kabbage and several other carefully selected big FinTech players.
4. They secured two corporate clients in the FinTech industry, including Kabbage, worth around a combined \$600,000 p.a.



KEY TAKEAWAYS FROM THE KABBAGE – WEB PROFITS CASE STUDY

1. BECOME A SPECIALIST

Sujan Patel and his team were crystal clear on the industry they were best positioned to help.

By identifying the types of clients they'd had the most success with in the past, and researching which industry would return the biggest profits, they were able to identify an optimal niche.

If you find yourself working with clients across a range of industries, and investing extensive time and resources in tailoring your solutions and marketing to fit a diverse group of clients, now might be time to streamline your focus and pick a path to follow.

Some agencies can be hesitant to do this, fearing it will narrow their potential client pool, but it can actually strengthen your presence in a more defined market, making your agency a sought-after leader in that field.

2. HAVE A CONSISTENT STRATEGY

The marketing strategy put forward in the Kabbage case study was successful at not only winning the Kabbage account, but a similar big-budget client. And it created the foundation for future business success. When you have a solid strategy established for both business operations and business development, along with working with clients in a niche industry, this same cut-and-paste, yet customised approach can be applied time and time again. But consistency doesn't mean complacency, or constrict you to a one size fits all solution. Being an independent agency means you still have the ability to **tailor your offerings to the client** more readily than larger competitors, to ensure you're delivering exactly what each client needs.

3. DEVELOP A SYSTEMATIC APPROACH THAT EVEN MID-TIER / JUNIOR STAFF CAN IMPLEMENT

You'll probably find that after those initial conversations, large corporate clients don't need the same micro-level of communication and management or 'hand holding' that smaller clients do. This allows you to implement policies and processes that your team can follow and execute, giving you as the owner or senior manager, time to focus on top-level management, and nurture and grow valuable relationships at a higher level.

Of course, it's important to expect the unexpected and be prepared for times where you need to stray from the plan. The advantage of being an independent agency is having the ability to be more dynamic and move faster than large, rigidly structured organisations when that happens.

This flexibility really counts in those high-pressure moments when your corporate clients need you most.

HOW CAN WE HELP?

Are you ready to create an irresistible offer and land corporate clients, who are pre-screened, ready to buy, and want what you have to offer?

The Agency Accelerator Program gives you the best opportunity to win corporate clients in the next 90 days and future-proof your agency.

You'll learn how to identify your most profitable niche, be seen by your dream clients, automate your prospecting process, and deliver the exact solution your corporate clients need, while joining an active and supportive community and having access to ongoing and direct support from us.

**BOOK YOUR FREE STRATEGY SESSION
WITH US TODAY!**

Co-Founders of The Agency Accelerators, **Susan Werkner** and **Peter Applebaum**, have been running their own successful digital marketing agencies for over 15 years, winning and servicing major corporate clients including Unilever, Pirelli Tyres, Telstra, Commonwealth Bank, Pfizer, American Express and Optus.

Managing portfolios worth millions annually, Susan and Peter know exactly what corporate clients are looking for in an independent agency, and what agencies, consultants and service businesses need to do to achieve the same success.

The Agency Accelerator Program™ is a four-step program that has delivered results across over 100 industries and delivered hundreds of corporate client wins for the organisations that have implemented it.

The program can ensure you have an ongoing program to build your corporate client pipeline. We also provide weekly support for you and your team, helping to ensure that you achieve optimal results.

