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The Client-Agency Experience Go With Your Mojo:

Finding your mojo in the client-agency relationship means getting:

- Goal-relevant services
- Budget-comfortable campaigns
- Time-sensitive and enjoyable processes

Here are some tips to moving forward with your organization's marketing campaigns:

The point of a point person:

Have one point of contact at your company, to work as a funneled clearinghouse, and to eliminate confusing/conflicting instruction on campaigns. Ask to have one point person at the agency, to eliminate duplication of your efforts, phone calls, instructions, etc.

An ideal focus group:

This group should be representative of your target market, your ideal customer, and should be able to give clear, detailed and honest feedback on proposed campaigns.

Give clear directions:

Get organized internally before you move outward toward the agency. The agency can help you with strategy and program options, but you must decide internally which programs, versions, etc. you are moving forward with.

Know what you're paying for:

If the agency is pitching a new technology, make their point person explain to you how it works and why it is a good match for your marketing goals. If they can explain it to your understanding, you will know more about what you're parting with dollars over and will make a better decision. If the agency can't explain the new medium to your understanding, then take a pass on paying for that particular service. You need to know that the new options will help meet your goals. There will always be new technology—most is helpful, and can help your organization advance, but some of it will not be a good match for you.

Enjoy the process:

There are many agencies out there, so go with one that is a good match for you, your goals and your budget. Don't just hire the "cool kids." Look for an agency where the people match your energy level, intelligence and enjoyment of your industry. Look to get some enjoyment from your work process. In other words, find a match for your mojo.