

THE ULTIMATE GUIDE TO MARKETING YOUR AGENCY



Effectively market
your agency online
to drive lifelong
clients.

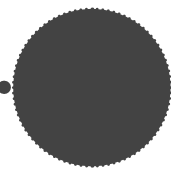
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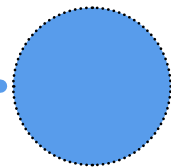
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INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



INTERMEDIATE

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Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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HOW TO MARKET YOUR AGENCY

By [Patrick Shea](#)

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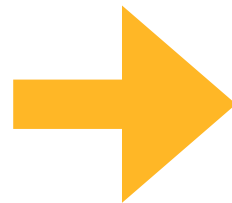
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As a marketing agency professional, you've no doubt heard – or written – every line in the marketing playbook by now. But the one line that's always the most challenging to write is the one that leads to the happiest ending: when you get a new client, one who's steady and profitable, and you both live happily ever after.

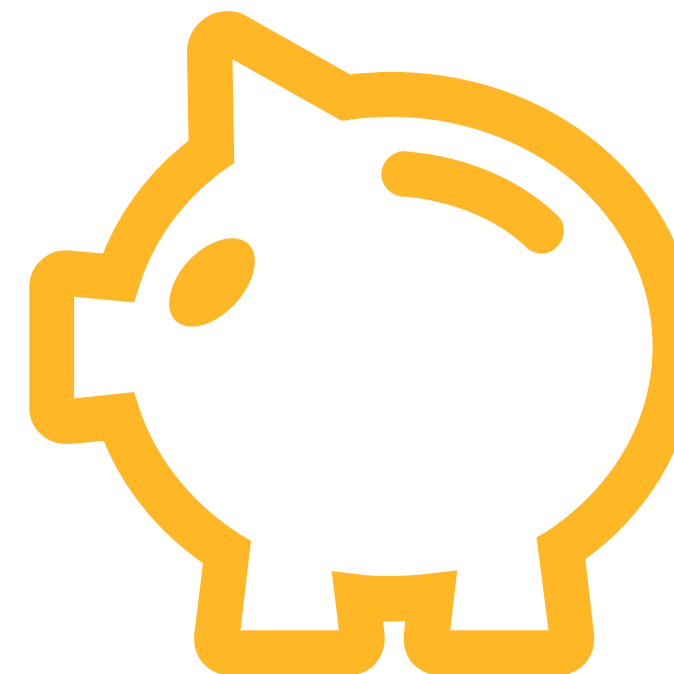
If you were Mad Men's Don Draper, you'd no doubt be telling that story over a three-martini lunch. But for better or for worse, you're not Don, and that pitch is history.

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You'll have to tell your agency's story in a different way. Your story begins online, and in fact, your online marketing assets are telling your story to your prospective clients before you even meet them. Yikes. Is it telling the story you want your prospective clients to hear? Is your digital marketing teeing you up to have the right conversation with the right people, at the right time? Do you know your way around search engine results pages, social media, blogging, email marketing, landing pages, and every other digital marketing tool in the new playbook?

If you're going to grow your agency's bookings, you should know those tools, and this ebook is going to tell you how. Here's the whole story of what you need to know to begin inbound marketing your way to more clients, better clients, and a better bottom line for your agency.



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“ *How do you create a website that’s optimized for inbound marketing?* ”

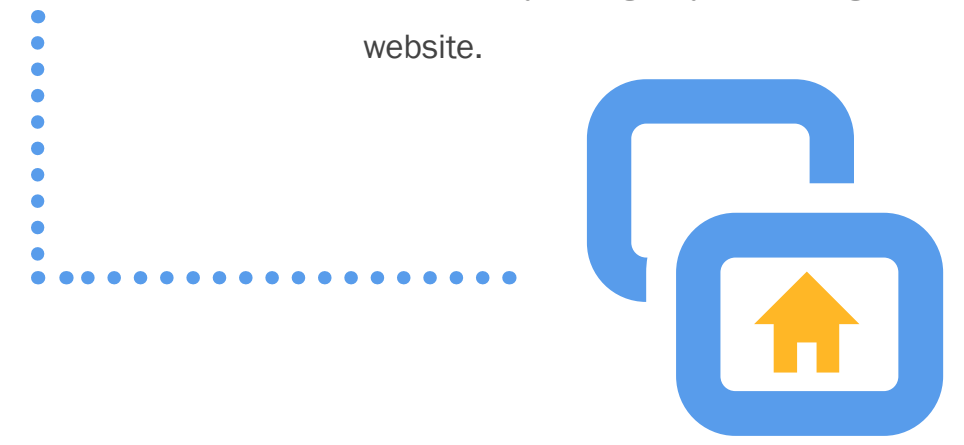
CHAPTER 1

YOUR BUSINESS IS YOUR WEBSITE



When prospects ask “What’s your address?” does your instinctive response end with a zip code or .com? If you answered “zip code,” you’re not alone ... but you’ll want to make the transition to the .com mindset soon.

This mindset shift actually works in your favor – your agency could have its headquarters in the heart of Times Square, and yet more prospects would visit you online every day. It’s your virtual address that counts, and that’s where your efforts to market your agency must begin – with your website.



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So, how do you create a website that's primed for inbound marketing?

You have to begin by spending some time defining, refining, and differentiating your brand so you can translate those critical yet intangible attributes into your new website.



Paul Roetzer, CEO of PR 20/20, a Cleveland-based marketing agency, and author of [The Marketing Agency Blueprint](#) suggests you address these areas before embarking on a website redesign. This is a critical process to go through to create a website that attracts and retains the right kinds of prospective clients:



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- Define your agency in 160 characters or less, and leave the marketing jargon behind.
- Identify your agency's three greatest strengths and three greatest weaknesses.
- Determine where your best opportunities are going forward.
- List the keywords that prospects are most likely going to use when searching for the types of services your agency provides.
- Define your buyer personas.
- Identify what makes your agency different and better than your competition.
- Describe how you will portray those differences in words, images, and actions.
- List the assets – personnel, experience, tools – that you bring to the table for your clients.
- Describe your innovation plan: how you will solve old problems using new ways?
- List the problems you solve for your clients.
- Identify why new clients sign on with you, and why existing clients renew their contracts.

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Only after you've successfully distilled what makes your agency unique can you develop a virtual road map that leads prospects to your website's homepage, landing pages, and eventually, to becoming a client.



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CHAPTER 2

YOUR SPECIAL SAUCE



When is a hamburger more than just a hamburger? When it's "Two all-beef patties, special sauce, lettuce, cheese, pickles, onions – on a sesame seed bun." That's more than just a hamburger; it's a Big Mac, one of the most iconic marketing success stories of all time conceived by Charles Rosenberg at Chicago's Needham, Harper, and Steers agency.

Rest assured, the burgers in a Big Mac are pretty much your average, run-of-the-mill fast food chain burger. The secret to the Big Mac's success was in its sauce, and we're not talking about the blend slathered on the meat patty. It was the secret sauce that was that stroke of marketing genius that launched Big Macs into the international lexicon.

So, what's your agency's special sauce? What makes your agency *the* agency that savvy businesses choose over the competition?

There is no one-size-fits-all answer to this question.



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You and your team must hash out what, exactly, makes your agency unique. What's your value proposition that's more valuable than your competitors'? One or more aspects of your agency might differentiate you. These include:

- Staff with deep experience in the industry or niche, or servicing that vertical
- Extensive experience with inbound marketing and digital tools
- Awards or other accolades for your work, especially within the industry
- A client list filled with others in this industry or notable heavy hitters in this industry
- A reputation for close, interpersonal relationships with your clients
- References from the local business community, such as a chamber of commerce or business association
- Your track record of success
- Affiliations with institutions of higher learning, such as a college or university where you or your staff teach or lecture
- A flexible pricing structure or contract
- Your personal or professional social network, which may in itself bring in new business opportunities or contacts
- Incentives for long-term contracts
- Published clips or citations in the mainstream media, trade or academic journals

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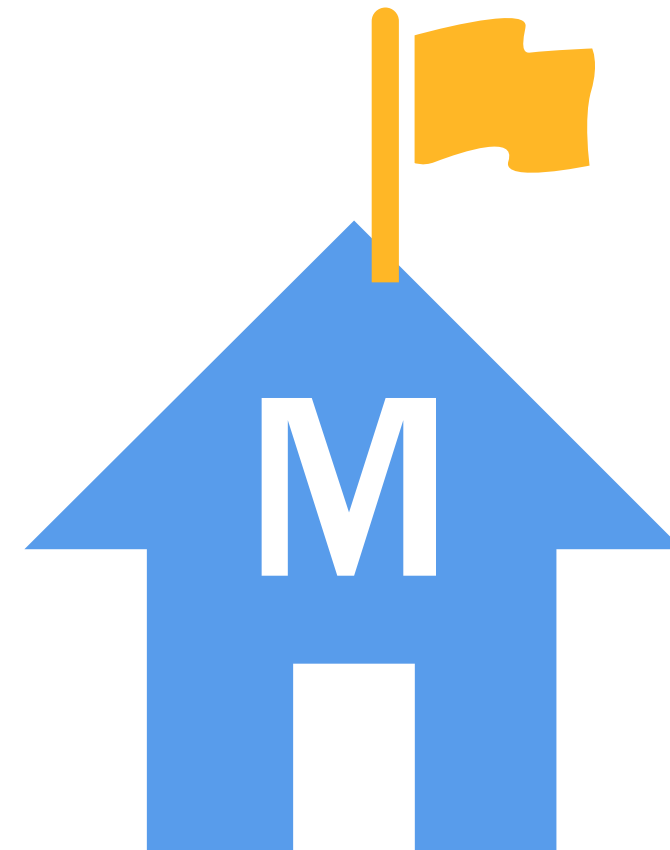


CHAPTER 3

WHAT'S YOUR NICHE?

There's a lot at stake when a business owner or management team chooses an agency to market their firm. Whether the client is trying to establish their new venture, grow their existing business or a new aspect of it, or trying to stem a tide of declining sales, everything hinges on the ability of the marketing agency to do their job well.

So it's not surprising that clients are looking for a provider with deep knowledge of their specific industry, as well as marketing expertise within that industry. After all, your agency might be great at marketing fast food restaurants, but that's of little value to a manufacturer of industrial textiles. It's important then that you establish your agency as well-versed and well-regarded in the industry or industries from which you hope to recruit clients.



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Here are some of the ways that is done:

Get Some Ink

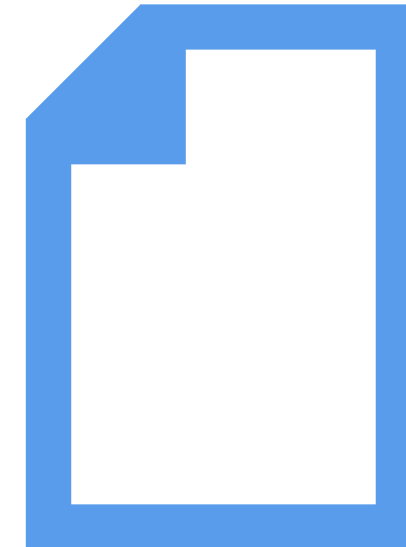
Not a tattoo but some press for you or your staff – in print or online. Most businesspeople understand that journalists writing on a given topic seek out experts in that subject area for their articles. When your agency is quoted in a newspaper, TV show, podcast, magazine, or industry blog, your reputation jumps up several notches on the credibility index. You can do this in one of several ways:



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Blog Of course, the best way to get you and your agency some ink is to maintain an active business blog. First, it's only incumbent on you to maintain – so you're not waiting around for someone else to give you press. Second, all of the organic benefits of creating that blog content are going toward your agency's domain. To establish your expertise across multiple niches may seem daunting – after all, won't you need to manage a separate blog for all of the niches you're targeting? If you have all the time and resources in the world I suppose you could. Instead we suggest you work on tagging and segmenting your blog content so those who land on your blog via direct traffic know where to go for content that pertains to them, as well as where they can subscribe to blog content about their particular niche. Now they will be pinged via email or RSS when you've published new content they'd like to read. Now you can create blog content around industry keywords so your blog shows up for long-tail queries too.



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Be the Story Media outlets need you as much as you need them. In the 24/7 news cycle, every publisher, broadcaster, and blogger needs a story. Do something creative that merits coverage in the media outlets where you want to be featured. Come up with a Top 10 list, devise a list of “5 Tips to...” or do something remarkable, nostalgic, or charitable that will get people’s attention. Alternately, you could write the story for them. If there’s anything media outlets like even more than a a great story, it’s a great story they get for free. Use your industry expertise to craft an article or editorial that will pique readers’ interests and offer it to the editor for free. Be sure to pick a provocative, timely topic and give it a great headline.



Newsjack There’s no better way to gain a surge of clout within a specific niche than newsjacking. Stay up to date on current events, and find industry-specific spins on them that you can leverage. A classic example of this is the fire station in England that offered Kate Winslet fire safety training after she pulled a woman from a burning building – a story that made international headlines. Find ways to newsjack events and stories occurring in the niches you’re targeting.



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Show Up in Search Results for Competitive Industry Keywords

Clients believe that if you’re good at getting your agency to show up in search results for their own industry, you’re likely to be good at getting them to show up on Page 1 of Google or Bing too. And, you know what? They’re right. Of course, your appearance should be relevant, so ensure you’re ranking for long-tail terms like “marketing in the pharmaceutical industry,” and not just, “pharmaceuticals.” Good luck ranking for the latter, anyway.



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Show up in Social Media

One of the most concrete ways you can establish your agency as an industry thought leader is via social media. Having a solid fan base or following on Facebook and Twitter, for example, demonstrates to prospective clients that people in their industry are interested in what you have to say. It also lets you showcase your agency vis a vis the useful content you provide there. And don't forget about LinkedIn, which provides excellent targeting options for agencies trying to market their services to a particular niche. Not only can you target your company's status updates to your target market, but you can establish your expertise by being a frequent commenter on LinkedIn Answers, and being active in industry LinkedIn Groups ... or even starting your own.



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Be an Industry Insider

Join industry associations and work all the angles they offer to put your agency in front of their members. Join online forums; attend local, regional, or national meetings; pursue co-marketing campaigns with partners who can market you to their audience; contact their newsletter, blog, or website editorial staff and provide content; do anything that gets your agency exposure to this audience in a positive light.

You should also be displaying your thought leadership face-to-face. Industry conferences, networking events, and trade shows are prime locations for generating new leads and clients. And luckily, the conference industry has done much of your segmenting for you, putting on conferences targeted to all types of industries. Think beyond conference sponsorship, and consider being a speaker or panelist to demonstrate that you're a serious player in that space.



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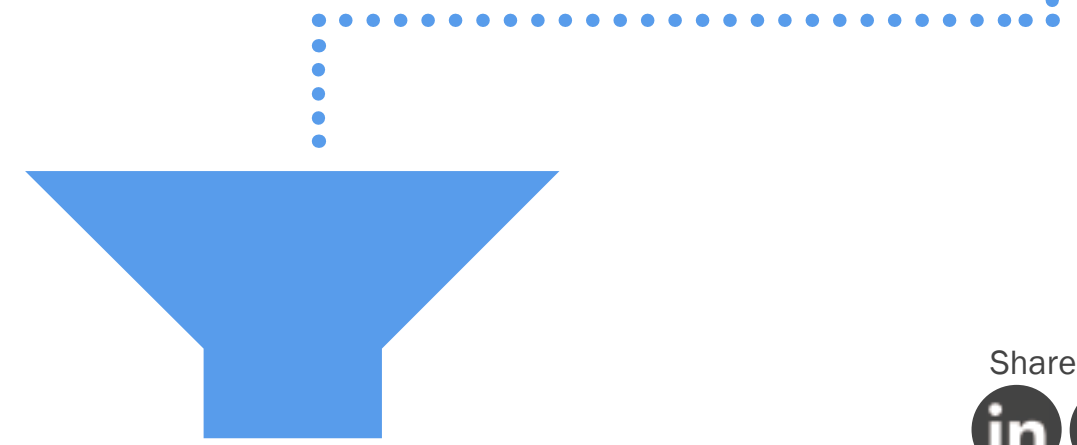


CHAPTER 4

BE YOUR OWN BEST CASE STUDY

They say you should never trust a skinny chef.

When prospective clients evaluate your marketing agency, you better believe they're thinking the same thing: "Do these guys really know how to "do" marketing?" They want to see that your agency doesn't just talk the talk, but walks the walk. The best way to be your own best case study is to do two things: 1) Actually practice what you preach - whether that's design chops, PR professionalism, or social media savvy; and 2) to have stats - real-world, real-time metrics - that will literally make your case for you. Think of these two components as your sales funnel. Practicing what you preach will be evident as prospects peruse your website, your social media accounts, sign up for your email marketing ... you know, when they're in the top of your sales funnel. Once you wow them and bring them nearer to the bottom of your funnel, you'll have hard numbers that demonstrate just how effective your agency is at achieving the type of steady growth they've been hoping you can deliver for them.



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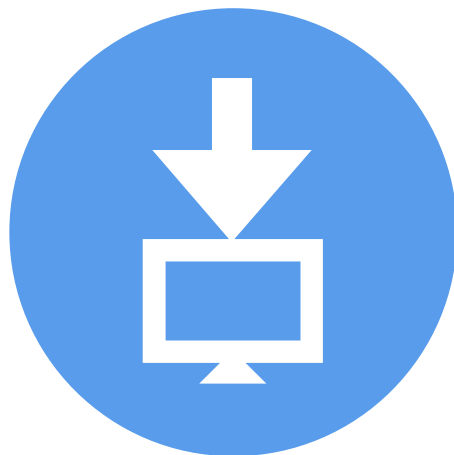


So, what areas should you be focusing on to meet these two criteria? A comprehensive and digital, inbound approach that covers these bases will help you make the case for helping your prospective clients. Remember, they may or may not know what a working inbound strategy looks like, so your agency, as a living case study, needs to show them using metrics in these key areas:



Site Traffic

One of the key performance indicators for any business is how many people walked in the door, whether that door is physical or virtual. If you can demonstrate solid website traffic metrics for your own website – everything from initial visits to time spent on the site – you let prospective clients see that your claims aren't just vague marketing promises; they result in real traffic. Show them how that traffic turns into profits, and you've moved them one step closer to putting you on retainer.



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Leads Generated

There's a good chance your prospective clients don't have total clarity into what channels are generating their traffic and leads. If any given prospect came to your attention by means of an organic search, an online ad, or better yet, as a consequence of some content you published which prompted them to get in touch with your agency, you have proof-positive of that channel's conversion effectiveness through channel sources and conversion reports. Now it's clear your agency has the chops to get clients to call, click, or come in. Present analytics that demonstrate your agency's arc from a handful of leads to as many as you can handle.



Conversion Events

The agency-client relationship is a complex beast, and chances are there's going to be several interactions between client and agency before any deal is sealed. Let prospects see the increase in the number of actions you've been able to get leads to take from the time you began your own inbound marketing campaigns until today. If you can show prospective clients an increase in the number of conversion events your own leads have taken, such as email campaigns opened, premium content downloaded, or click-through rates (CTRs) for ads, your agency will make an impression that leads to them taking an action – choosing your agency!



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Marketing & Sales Qualified Leads

Your agency really shines when you can prove to prospects that you can seal the deal for them the way you've done for your agency. Demonstrate how you steadily increase the number of qualified leads to converted customers using solid nurturing and scoring principles.

Search Results

There's a good chance your prospective clients found you via an online search. When you ask prospects how they found you, if they say "Google" (or any of the search engines, really), use the opportunity to show them how you managed to climb the rungs of the search engine ladder and land your agency on Page 1 using modern-day SEO techniques. For instance, did you start down the SEO road on page 10 and now you rule the day on Google? Show them the numbers, the timeline, the techniques, and the strategies you used to get there.



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Social Media

Whether it's Facebook, Twitter, Pinterest, or some other social networking darling du jour, one thing is clear: social media is here to stay. According to [The State of Inbound Marketing](#), 80 percent of consumers say Facebook is how they prefer to interact with brands. Show prospective clients how you've grown your Facebook fan base; the number of Followers you have on Twitter; or how you've "figured out" Pinterest. And then, take it one step further by showing how you turned those fans and followers into website traffic and/or leads. Doing this will help you make a strong case for your agency's ability to connect with customers over the long term, and frankly, to show that you actually know how to make the business application for social media work.

Mobile

Even if your prospects don't yet realize it, you do. Mobile is the future of inbound marketing. Show prospective clients how you've addressed today's increasingly mobile consumers for your own marketing initiatives, and they'll know you have what it takes to do the same for them.



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Show Them the Big Picture

Tie this entire story together by explaining the importance and benefits of [closed loop marketing](#). Many businesses today feel the pain of not being able to connect the different pieces of their sales and marketing initiatives, but don't know how to do it or even that there is a way to do it. Show prospective clients how you track your own marketing from concept to conversion, and everything in between, and the path to a retainer is now a straighter line.

Using analytics to tell your agency's success story isn't solely a part of the puzzle – it's the glue that holds it all together. All of the inbound marketing tactics you practice to be successful, when operating in a silo, don't mean as much to a prospective client. Why? Because without a closed-loop, analytical view of your marketing, your successes can be mis-attributed to other activities.

Let's take social media as an example, since many businesses struggle to prove its ROI. Even if you claim you can drive actual business results through social media, you'll struggle to make the case without closed-loop reporting, particularly among skeptical prospects. With a tool like HubSpot Sources, however, you can not only put a number behind how much site traffic is a result of your social media marketing (and track it over time to correlate with the magnitude your efforts, too), you can prove how many leads and customers were generated as a result of your social media marketing. And with a CRM integration, you can even attribute actual revenue generated to all that effort, and backtrack into really juicy information like CPL and CPC. Those are real-world, tangible numbers that unequivocally prove the success of your inbound marketing ... success that they could see for themselves too!

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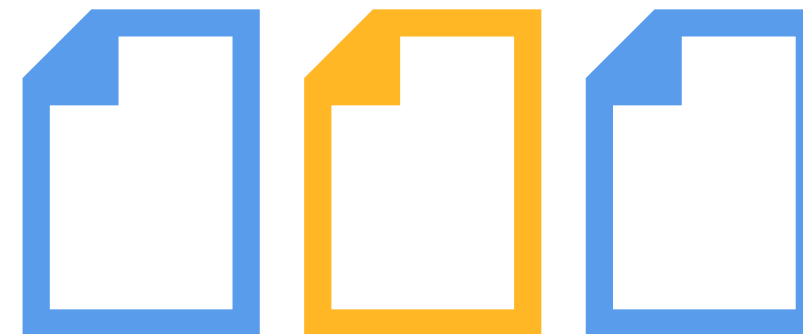
CHAPTER 5

DEMONSTRATE CLIENT SUCCESS



Now that you've demonstrated your own ability to achieve inbound marketing success, your prospective clients may want to do some investigation on whether you can translate your own success to others. How have you helped your clients replicate your own successes? Inbound marketing and the analytics it provides is tailor-made for you to showcase your expertise to prospective clients.

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Choose a handful of your best client case studies to turn them into, well, case studies. If you're targeting specific niches – whether it's an industry, or a marketing function – be sure to select client success stories across all of these niches. Your case studies should, using inbound analytics, walk prospective clients through the tools and methods you used to help current clients succeed. Here are the components your case study should encompass:

- 1) Address Your Client's Challenges. You should state your client's pain point up front. Paint a picture of the problem the client came to you to solve, and the state of their current marketing and sales efforts. The goal here is to outline a pain point that many prospective clients can identify with, and to give a clear overview of the "Before" in the proverbial "Before and After" picture.
- 2) Talk About the Solution. Give a high-level overview of how you've set out to solve the client's problem. This is a good opportunity to briefly outline some inbound marketing principles, like using search engine optimization (SEO), blogging, social media, calls-to-action (CTAs), landing pages, lead management, email marketing, and marketing automation, combined with your agency's expert marketing management. This section helps demonstrate your expertise, how you go about troubleshooting and problem-solving for clients, and reminds readers of and educates them on your marketing approach.

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3) Show the Results. Just as you measure your own results, you should be measuring and reporting on your client's results. Use analytics to put concrete numbers behind your client's successes, and make sure those numbers directly address the problem outlined in part one of your case study. For instance, if your client suffered from a lead-flow problem, you might walk through how you identified the hole in their funnel, and how you re-vamped their lead nurturing to help them convert 27% more of their top-of-the-funnel leads into marketing qualified leads, which resulted in \$500,000 of new business. Those are concrete numbers that address the exact problem at hand, and demonstrate your ability to practice what you preach with your clients, not just your own business. Be sure that these case studies feature clients that resemble the prospective clients you want to earn new business from. The more easily prospective clients can identify themselves with your case study clients, the more likely you are to draw in those profitable clients you want to replicate. And of course, ask these clients you're featuring in your case studies if they can act as referrals for prospective clients looking to speak with current clients.

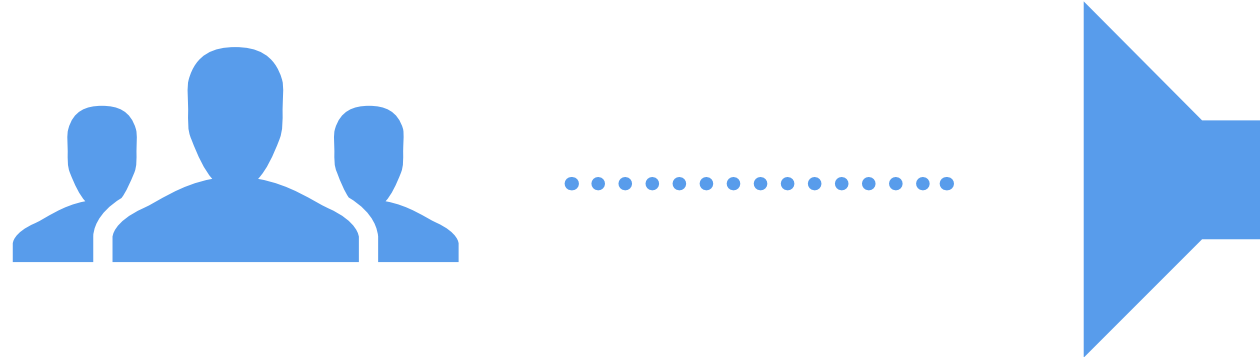


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CHAPTER 6

ATTRACTING RETAINER CLIENTS



Speaking of attracting more of the clients you want, and less of the clients you don't – what differentiates a valuable client from the less-valuable ones? Well ... their value! And if you're like most agencies out there, you're probably seeking more retainer clients.

If getting the majority of your clients on retainers was easy, every agency would be doing it. And, while it's never easy, it's much easier if you know how to source and identify those prospects once they enter the top of your sales funnel.

At the top of your funnel, your lead generation should be targeting the types of clients that are "probably" a good fit for retainers. If you haven't already created a [buyer persona](#) for this type of customer, do so before you develop content and ads targeted to reach them. You already know what they look like: They are of a certain size, have X number of locations, have a budget in excess of X thousands of dollars, or have viewed certain pages on your website.



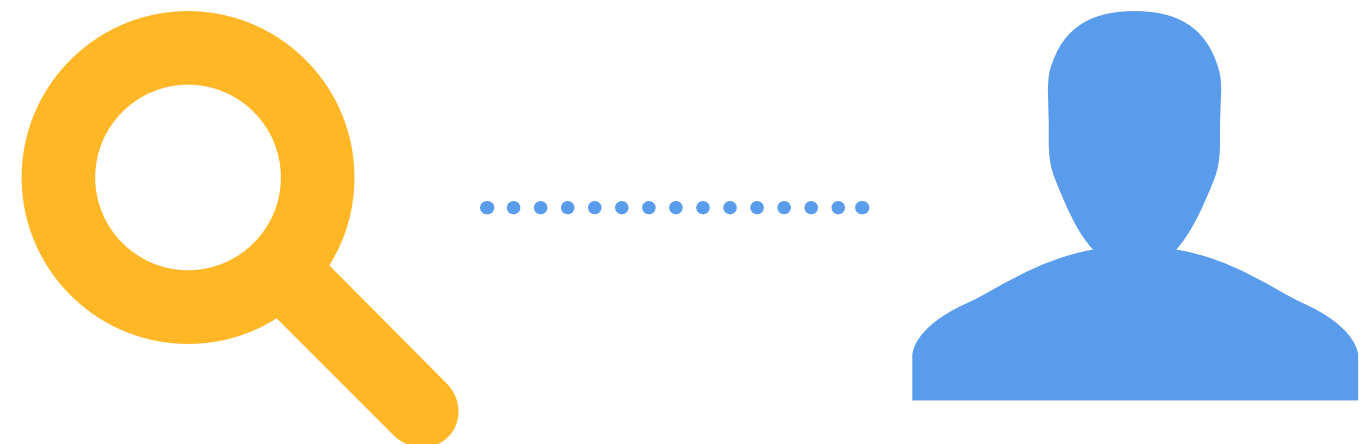
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Now, with that persona in mind, identify what the perfect [marketing qualified lead](#) looks like so you can develop content and landing pages for the middle of your funnel targeted to those personas. Remember, not every lead that fits your persona is absolutely going to be a great fit; you need to get to know them better to determine if they continue to qualify as a potential retainer client.

For example, by looking at your closed-loop analytics, you might learn that people who have requested a proposal or samples of your work typically end up working with you on retainer. Or maybe it's just the fact that a prospect who is willing to share certain data points, such as budget or needing certain types of services specifically (that match your most profitable service offerings) is ripe for a retainer relationship. Or maybe it's a combination of both. Your most profitable customers today are ones who were willing to convert on a middle- or bottom-of-the-funnel offer, as well as provide more in-depth, qualifying information about their businesses.

Study the types of actions prospects who end up working with you on retainer have taken, and find the common characteristics between them. These same characteristics will get you to what defines a marketing qualified lead for your agency.



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CHAPTER 7

THE FINAL STICKING POINT: MARKETING YOUR PRICING

Even if you've attracted the right kinds of prospects, pricing is often a third rail for marketing agencies when negotiating contracts with prospective clients, but it doesn't have to be. In fact, in most cases, it shouldn't be. It's all about marketing your agency's value, all the way through to how you price out your services.

Products notwithstanding, which is a more pleasurable shopping experience for you: shopping for a car or grocery shopping?



At the supermarket, eggs are eggs, small, medium, large, or jumbo. Whichever size you choose, you'll pay the same price for that size egg as the person ahead or behind you in the checkout line. At the car dealer, you'll rarely, if ever, know whether or not you got a good deal, the best deal, or you were the sucker they'll be laughing about in the back room.

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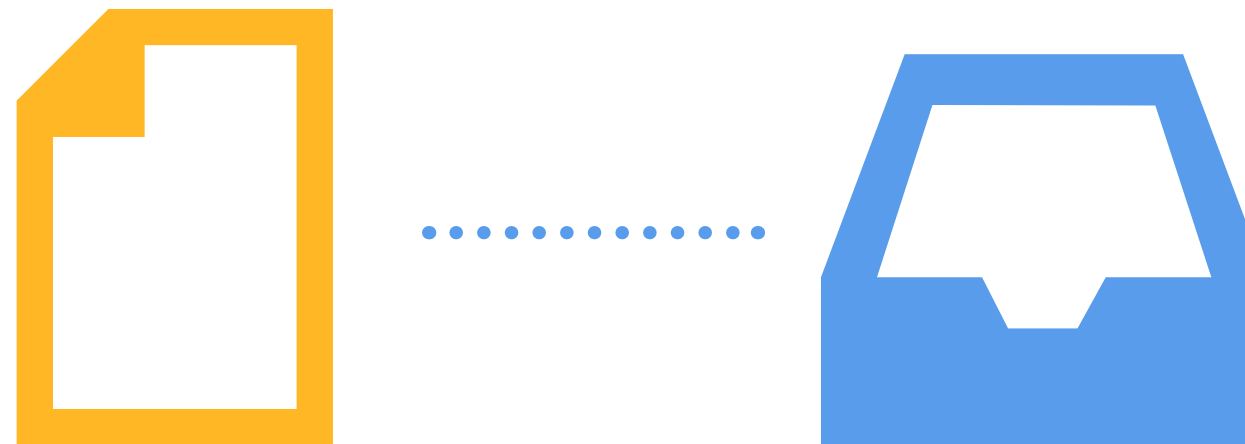
What's the difference between these experiences? Transparency and value. And that's where you should be focusing how you market your agency's pricing model.

If you provide transparency in your pricing, you remove prospective clients' anxieties about whether or not they left money behind on the negotiating table. It becomes a non-issue and you can both zero in on doing great work together. If you provide great value for the client and your agency, everybody is happy and the relationship is poised to prosper for the long term.

In *The Marketing Agency Blueprint*, author Paul Roetzer suggests the traditional billable hours model is rife with inefficiencies for client and agency, and recommends that agencies aim to have at least 80 percent of their clients on a fixed annual contract with no one client accounting for more than 20 percent of the total contracts.



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Annual contracts billed monthly force you as the agency to work as efficiently as possible. That's good for you and your clients. Clients know in advance exactly what their costs for marketing services will be. Agencies get steady cash flow they can count on every month.

Roetzer recognizes that fixed pricing is not possible in every instance, but you can take steps to make much of the work predictable. If, for example, your agency is making pitches to ten high-profile journalists on behalf of a client, those ten pitches can be for a fixed price. The variable comes in only if, and when, a journalist responds. Now your agency has to respond to a situation where you have control over only half the equation; the journalist, by their questions and demands, controls the other half. Variable pricing here makes sense and is fair.

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A few best practices have emerged to help you market your pricing policy. These include:

- 1) Keep your pricing page as simple as possible. Be clear that not every situation can be addressed with the few prices you're displaying, but that these price points work in most instances.
- 2) Clearly explain the value in your pricing scheme. If prospective clients understand why you're priced the way you are, they are generally more accepting of the plan. This is another example of where transparency smoothes the road to a retainer.
- 3) If your pricing model has several options, explain the circumstances under which each is best-suited to a client's needs.
- 4) If people ask you the same questions about pricing repeatedly, post those questions and your answers as part of the pricing page. This relieves much of a buyer's anxiety.
- 5) Wrap it up and put a neat bow on it. Make your fee schedule something that is easily emailed or printed. If you do this and the competition doesn't, your agency will stand out as one that is not only transparent in its approach, but confident that its prices hold up well against any competitor.

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Because your pricing page is going to be the central location to which you'll send prospective clients (or the page they'll seek out themselves), you'll want to make sure it's structured well. Here are two agencies, both HubSpot partners, that could give you some well-guided inspiration with their wonderfully structured pricing pages.

For example, notice how PR20/20's pricing page visually breaks out the three different pricing packages as to clearly differentiate them from one another. You can click through for more information, but still get a very easily digestible bit of information about each package. What you'll receive is crystal clear, and displays the value to the reader. You'll notice the same structure on Impact Branding's pricing page too.

Starter	Pro	Enterprise
\$3,000 / Month	\$6,000 / Month	\$12,000 / Month
15 Service Hours / Month 4 Blog Posts / Month Inbound Marketing GamePlan Campaign Management Online Client Center Add-On Service Discounts	20 Service Hours / Month 1,000 Words / Month 4 Blog Posts / Month Inbound Marketing GamePlan Campaign Management Online Client Center Add-On Service Discounts	50 Service Hours / Month 2,000 Words / Month 8 Blog Posts / Month Inbound Marketing GamePlan Campaign Management Online Client Center Add-On Service Discounts

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 <h3>Moderate IMPACT</h3> <p>Perfect for companies with:</p> <ul style="list-style-type: none"> 12-month revenue growth goal of 10-15% Requires entry-level inbound marketing services Has a limited budget, but knows the importance of inbound marketing <p>Typical Experience A typical Moderate IMPACT client is looking to make the shift to inbound marketing for the first time. Read More</p> <p>Typical Services Included: Entry-level blogging, social media marketing, search engine optimization, landing pages, email marketing, training, consultation and more. See All</p> <p>Services are always customized based on client needs</p>	 <h3>High IMPACT</h3> <p>Perfect for companies with:</p> <ul style="list-style-type: none"> 12-month revenue growth goal of 15-25% Requires above average level of service Has tried inbound but needs a boost <p>Typical Experience A High IMPACT client needs a relatively aggressive inbound marketing program to achieve relatively aggressive revenue / business goals. Read More</p> <p>Typical Services Included: Aggressive content creation, development of buyer personas, quality lead identification, smart CTA's, customized workflows, lead nurturing, Salesforce.com integration, custom reporting and more. See All</p> <p>Services are always customized based on client needs</p>	 <h3>Full IMPACT</h3> <p>Perfect for companies with:</p> <ul style="list-style-type: none"> Aggressive shift in revenue growth required (Over 25% / +\$300K) Requires a maximum level of service Requires marketing that looks like IMPACT's <p>Typical Experience A Full IMPACT client may already be utilizing inbound marketing, but requires that their campaigns are put on steroids. Read More</p> <p>Typical Services Included: Includes senior level account management, behavior-based marketing, closed-loop reporting, marketing cost analysis and more. See All</p> <p>Services are always customized based on client needs</p>
<p>\$5,000 /mo.</p> <p><small>+ HubSpot Fees (avg. \$600 /mo.)</small></p> <p>Contact Sales</p>	<p>\$7,500 /mo.</p> <p><small>+ HubSpot Fees (avg. \$1,000 /mo.)</small></p> <p>Contact Sales</p>	<p>\$12,500 /mo.</p> <p><small>+ HubSpot Fees (avg. \$2,000 /mo.)</small></p> <p>Contact Sales</p>

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Marketing your agency isn't rocket science. (If it were, boy, would this have been a different ebook.)

But, it is a science nonetheless; one with proven methodologies and reproducible results you can use to grow your own business, and then apply those same principles and tools to grow your clients' businesses.

Once you've mastered the marketing your agency, you'll have the foundation and the tools you need to generate leads and qualify the best among them, so you can schedule meetings that result in signed

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