

White Paper Series

Choosing an Agency

Knowing Who's Out There ... Finding the Right Fit for You



LePoidevin
MARKETING



Executive Summary

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The driving force behind LePoidevin Marketing, Dean listens to each client, pinpoints the critical needs and identifies a strategy that bears the best results. With a background in television broadcasting, audio and video production, and creative copywriting, to several years in sales, sales management, marketing management and account supervision, Dean has amassed a broad portfolio of practical, hands-on experience, which gives him the innate ability to see the big picture. Dean surrounds himself with a dedicated team of seasoned professionals who are able to provide immediate impact on any project.

The medium of advertising has changed, but its central role in brand strategy has not. Advertising helps you introduce yourself and define who you are. Advertising helps you build your business and drive growth.

WHY ADVERTISE?

On its most basic level, advertising opens the door to a community of future brand loyalists. In truth, companies that advertise increase their sales leads faster than companies that don't.

Show you exist. Frequent visibility builds awareness of your brand in new and changing markets. People don't do business with people they don't know. People connect with prominent, memorable brands.

Stand out from the crowd. Differentiate yourself from the competition; solidify your identity and grow your brand equity in existing and new markets.

Boost your image. Thought leadership content helps you be seen as an industry authority. Also, highlighting your strengths can subtly expose the kinks in your competition's armor.

Expand your brand. Advertising offers an efficient way to communicate and network, and can be the first step in generating tangible business results.

Remain top of mind. Draw on your reputation to reassure and retain your existing customers. Customers feel most comfortable buying brands that are familiar to them.

Start a conversation. Introduce a new product or service; present new customers with specials, sales and promotions; engage them with intriguing content.

Change the conversation. Advertising can help you clarify your message, transform your image and change the way you're perceived in your marketplace.

Generate sales leads and attract top talent. Grow your market share by turning your brand equity into actionable opportunities.

Control your destiny. Combat a new competitive threat or fortify your brand against an existing competitor. Communicate major changes in your business or respond to changes that have taken place in your industry.

Save time and money. Reduce your direct selling costs. Your advertising campaign can "make a first acquaintance" on a scale you rarely could do in person.

But in advance of all that, an effective advertising campaign forces you to carefully examine your brand and your business. Who's your target market and what are their needs? Who's your competition? What's your key benefit/unique selling proposition (compared to your competition)? How will you back up your brand story with an authentic reason to believe?

HOW TO CHOOSE THE RIGHT ADVERTISING AGENCY

Knowing Who's Out There...

Finding the Right Fit for You

- Full Service Advertising Agency/
Marketing Firm
- Brand Specialist Firm
(general or vertical within your industry)
- Graphic Design Firm
- Digital/Online Specialist
- Independent Consultant

HOW TO BUILD A WINNING CAMPAIGN FOR YOUR BUSINESS

Your agency should encourage and support these guiding principles once it's time to begin designing and implementing your advertising program.

Emphasize building one or two strong brands.

Maintaining focus and consistency will help you maximize your marketing resources in order to build brand equity and achieve the greatest return on your investment.

BUILDING A BETTER AGENCY PARTNERSHIP

No matter whom you choose to work with:

- They should start by asking what you want to accomplish, and then work with you to take inventory of your current assets and resources to build a strategy that maximizes the potential that already exists.
- They will take the time to understand the specific opportunities that need to be won and the precise challenges that need to be solved.
- They've done this before. They have a proven track record of results-oriented creativity and strategic planning in your industry.
- Their senior talent will guide you through the process of developing your strategy and campaign, with no plan to hand you off to junior level support staff.
- They offer full service capabilities and fair compensation practices.
- They practice what they preach. Their own website, marketing materials and industry involvement should prove they talk the talk and walk the walk.





Focus a creatively designed marketing program on one or two key brand attributes to serve as your source for product promotion and equity. A focused brand strategy that relies on one or two key points of difference is the most efficient way to market ideas about your product to a new audience. A clear strategy and creative execution are paramount.

Employ a well integrated set of brand elements to enhance the awareness and image of your brand.

Your brand's advertising, promotional materials and packaging should work together to create a memorable and meaningful family of products. Consistently presenting a distinctive and compelling message is the best way to cut through the clutter to maximize your creative potential.

Design brand-building "push" campaigns and creative "pull" campaigns to capture attention and create interest. Public relations and low-cost promotions and sponsorships can be an inexpensive way to enhance the awareness and image of your brand.

Leverage as many secondary associations as possible. To further build your brand's equity, partner with relevant entities and associations that signal quality to your customer.

If you choose not to use an advertising agency, make sure you have the time and resources to adequately support:

- Strategic brand planning, development and management
- Print and digital advertising
- Public relations/media outreach
- Marketing research and analysis
- Media planning/buying
- Interactive marketing and website design
- Collateral materials and sales tools
- Packaging and display design/production
- Direct marketing
- Creative development: copy writing, artistic direction, graphic design and production management
- Print, video and audio production
- Special event and trade show planning/execution
- Social media marketing
- Merchandising
- Sales promotion
- Content development and marketing
- E-marketing
- Transactional/direct sales

WHY USE AN AGENCY?

2 RELATIONSHIP BUILDING

An advertising agency can help you turn an aloof call to action into a welcoming invitation. By helping you focus in on your ideal customer, and by helping you match a personal and meaningful message to that select audience, an agency can help you make that foundational connection so you can begin building an authentic, lasting relationship with that future customer.

7 SPIRITED INGENUITY

Advertising agencies can help you create varied avenues for your existing content. Once you create that content, agencies possess the ability to drive the conversation and generate leads through a variety of media outlets including: trade and consumer publications and websites; trade shows and seminars; social media outlets like Facebook, Twitter and LinkedIn; webinars and eBooks and other offerings specifically designed for your company.

3 EXPERT KNOWLEDGE

An advertising agency can help you turn lifeless facts and figures into an open and lively conversation. Intriguing content is the key to effective marketing. If they understand your industry, an agency can complement your knowledge base and turn your current assets into valuable content people need. This can include: product brochures, product videos, print and digital ads, case studies/testimonials, photo galleries, newsletters, white papers and blogs. Remember: you're not just trying to make a point, you're trying to make someone curious.

1 STRATEGIC DIRECTION

An agency can help you focus your message and control your medium. When you need to let the world know your product is launching next quarter, or that your event is about to happen, an agency can help you get the job done in the most presentable and efficient way possible. Agencies have a sturdy and reliable knowledge base, and have established relationships with vendors and media outlets, which they can use to guide and counsel you into a winning marketing program.

6 EXPANDED CAPABILITIES

Advertising agencies can help you achieve a better return on your investment. Not just in money, but in people and time. Buyers are more aware of companies who market aggressively. An agency can help you optimize your advertising dollars, capitalize on your intellectual assets and expand your in-house capabilities. An agency can help you create a marketing mix that stands out from the competition, increases your brand equity and remains top of mind with knowledgeable buyers who are loyal to your brand.

4 SUPERIOR CRAFTSMANSHIP

Advertising agencies employ accomplished professionals within their fields of expertise. The account executives, research analysts, art directors, media planners, copy writers and production managers possess highly specialized skills within their chosen discipline. Their knowledge and proficiency augments the skill sets of their corporate counterparts, which boosts the potential of the entire marketing effort.

5 SEAMLESS INTEGRATION

An advertising agency can help you amplify everything else you're doing. When they help create awareness for your business or brand, they automatically create additional awareness for everything you do. Their work amplifies what you're doing in the field, in your industry, in the trades and on the Web. Agencies can connect you to decision makers, journalists and referral sources to build upon your brand equity. Agencies can also help connect you to bloggers and other people who will fan and follow you on social media and build your SEO standing.

CHOOSE WISELY

Beginning a partnership with an agency, firm or independent consultant demands that you ask key questions to ensure the partnership is the best one for your business. Ultimately, your marketing partners need to be as passionate about your brand as you are — and have the talent, knowledge and strategic intelligence to help you rise to the top.

Here are ten things you need to ask any prospective agency, firm or consultant:

1. What is your experience in my industry?

An agency experienced in your industry will have knowledge of the needs and concerns unique to you. You won't have to invest your precious time, resources or money bringing them up to speed.

2. Do you have a proven methodology for campaign development, and how will we measure success?

Agencies use a variety of methods to build marketing campaigns. They should be able to explain their approach and identify the metrics that will be used to measure success.

3. Who will be on my team?

Make sure the agency can provide consulting, not just pretty ads. You want seasoned marketing professionals who can help determine what your business can do differently to stand out.

4. How stable are you and how long have you been around?

Select an agency that can prove the stability of its finances and personnel, which indicates the level of experience the agency has within your market.

5. Who are your past and present clients?

Look for an agency with proven expertise in your market and ask: Are the agency's current clients and campaigns similar/applicable to your line of business?

6. What are your core competencies?

Agencies should be able to handle the following: market research, branding and messaging, strategic planning, PR and all forms of traditional and digital communications, including creative concepting and implementation. This 360-degree approach helps save you time and money, and ensures your message is delivered consistently across all tactical executions.

7. How will you use digital marketing and social media to leverage my brand?

The agency's capabilities should include the latest strategies in digital media, content marketing, mobile apps and social media. The agency should also know when and how to use these approaches to effectively reach target audiences.

8. What are your ethical standards?

Ads from reputable companies are backed by facts and truth. A reputable agency will protect you by verifying claims and assuring truth in advertising.

9. How do you price your work and how will I be billed?

A large agency may prove too costly for your business, but to minimize frustration and surprises, make sure you understand the fee structure of your agency early in the process.

10. Will I enjoy working with this agency?

Get a good feel for the potential team and if they are kind of people you want to work with. Make sure their values, corporate culture and personalities mesh with yours, and that your goals align with their services. Above all, make sure the agency can meet your needs and support your business goals.



MARKETING

Advancing your position.

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LePoidevinMarketing.com

Establishing trust. Building value. Delivering on a promise. It's that unique brand experience LePoidevin Marketing creates for every client we serve. Based on years of marketing expertise and direct industry experience, our team delivers sound strategic planning, insightful recommendations and smart creative concepts that cut through the clutter, develop more meaningful brands and advance your position.