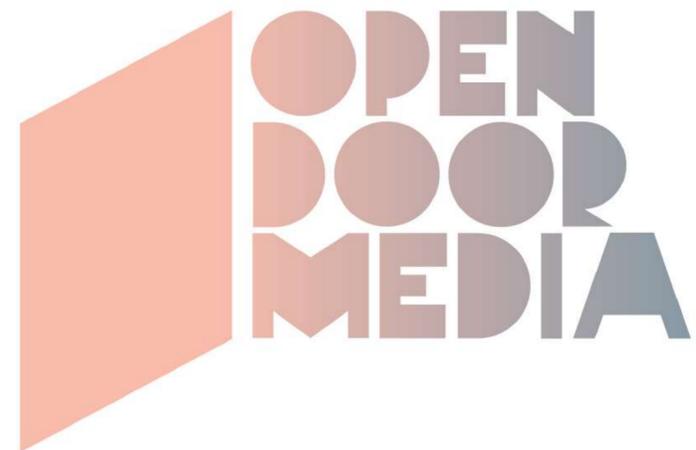


Swipe right: Agency Edition



We are Open Door Media

We're a digital marketing agency focused on the future and we work with like-minded clients to achieve extraordinary results. We're passionate about design, influence, community and everything digital.

Kelsy Flewitt
Director of Strategy



Dora Cruceru
Creative Director

Meet today's presenters

While they both came from different backgrounds, Dora and Kelsy found their way to the agency life and are happy to spend their days diving into creative business solutions. Dora has spent 8 years studying art + digital media and has over 9 years of experience working in digital marketing, with brands like Neutrogena, Vichy, Frank and Oak, and Atlantic Records. Kelsy comes from a marketing background and has spent the last 11 years managing web and tech projects, so she knows the importance of finding the best fit.

Process of looking for an agency



Identify the problem



Research



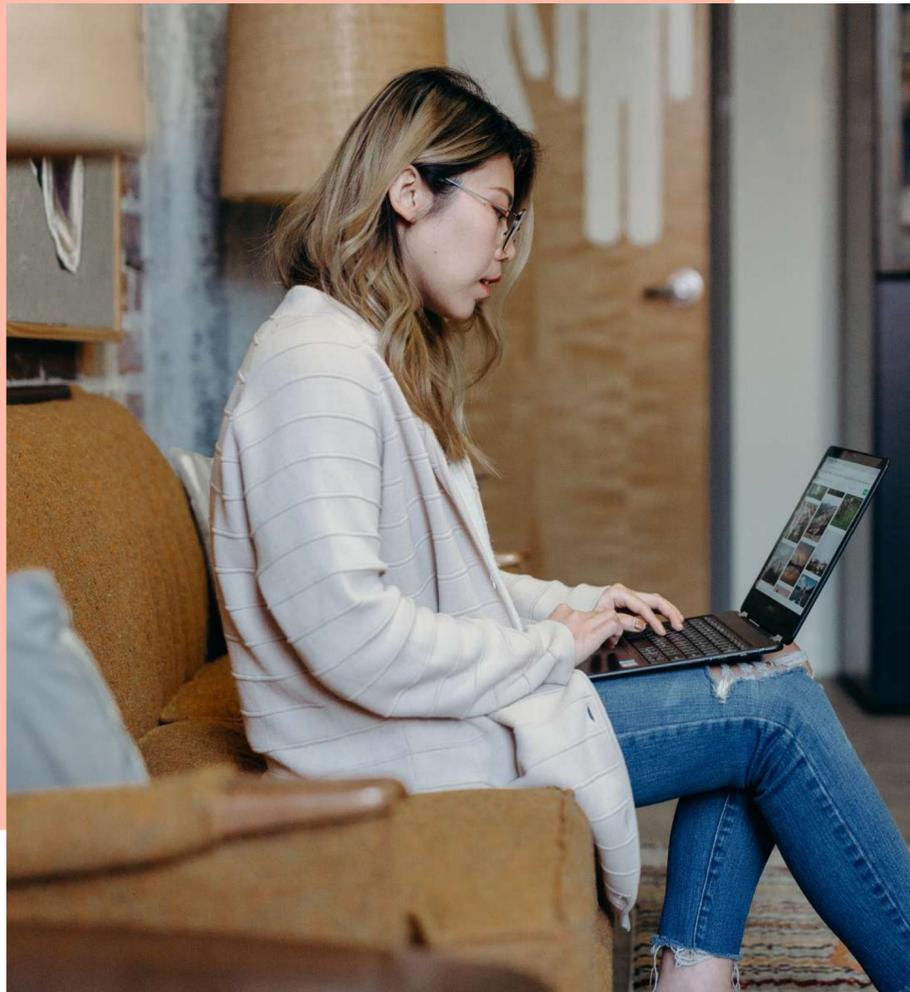
Ask questions!

Step 1 -
Where do you
find agencies?



20/19

So you've come to the conclusion that the work you need can't be done by your team alone. You need some outside help from a creative agency, but where do you find the right one?

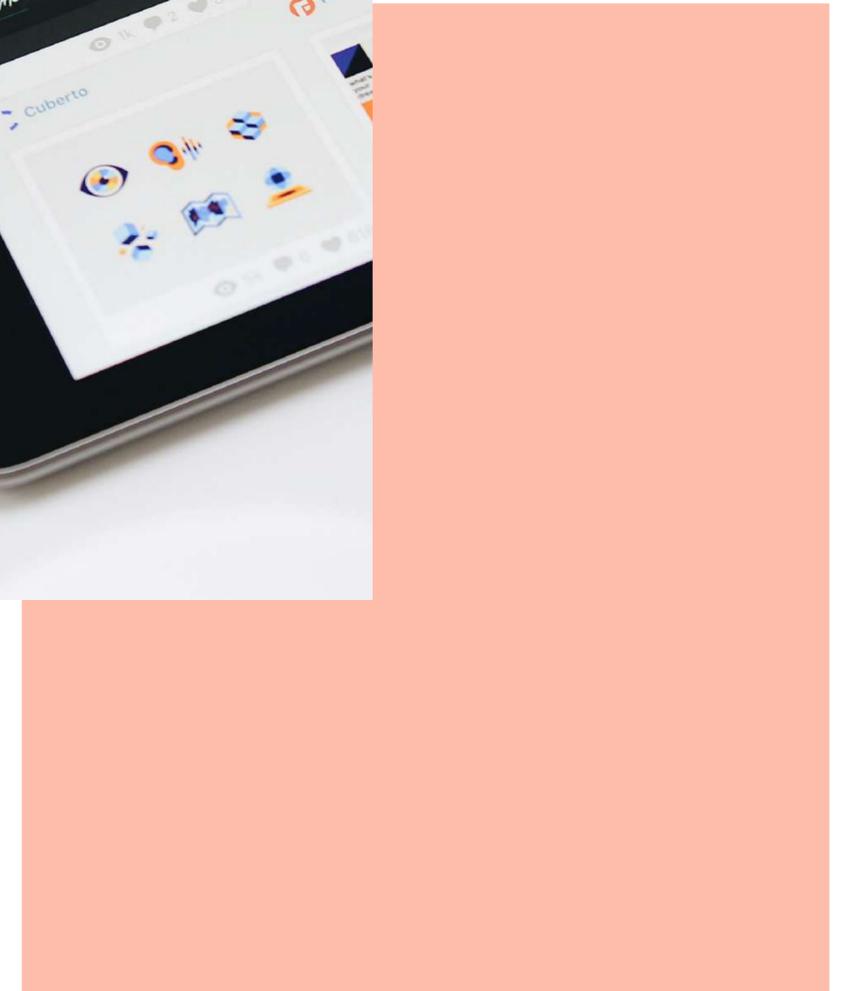
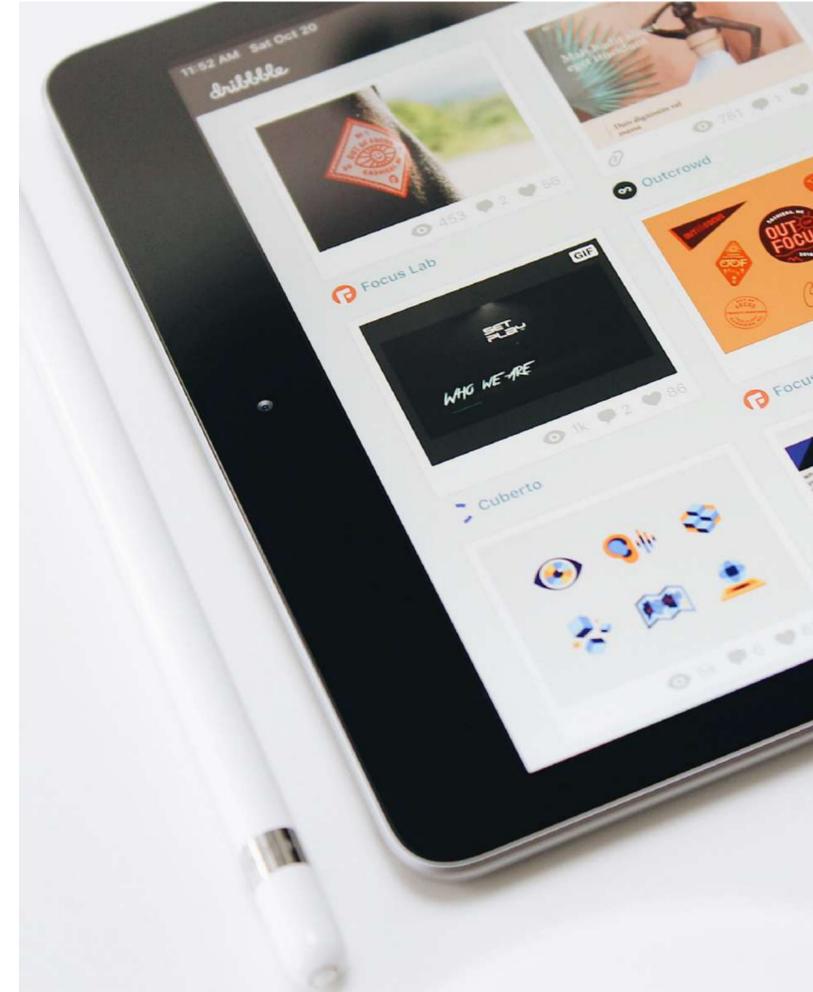


Do your homework!

- What problem is it that you're trying to solve and what do you want your business to achieve?
- Google is your best friend to find solutions, and inspiration!
- An agency's portfolio should match your goals.

Insider Tip:

Look at how the agency markets themselves. If they are great at conveying their value and generating engagement for their own brand online, they can probably do the same for you!



Step 2 - Who's doing the work?



It's important to understand the agency's process of work and how they manage projects.





Things to consider when looking at who's who

- Check out the team page on their website + their LinkedIn profiles
- Is the work done in-house or outsourced?
- How long has the company been in business?
- Confidentiality - check security of information and compliance standards

Fire Rein

Fire Rein is a company that makes sustainable and innovative firefighting products. Because of the unique nature of their product in its field, there was the utmost importance to **maintain confidentiality** when working on their marketing plan.

By **working transparently** with them throughout the entire process, Fire Rein felt **comfortable sharing information**, and they knew that their work would be safe with us!

Trust is key!

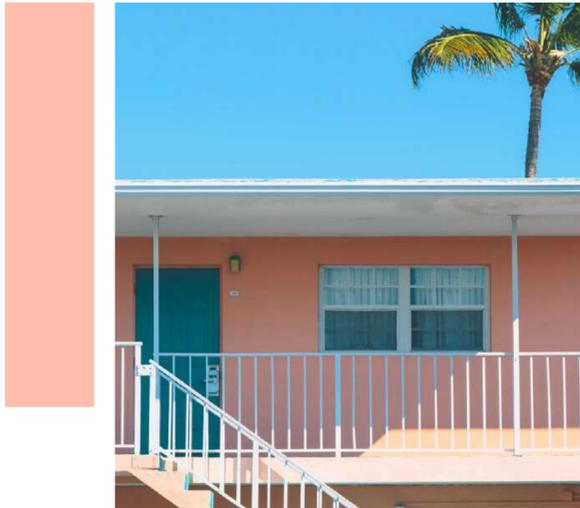
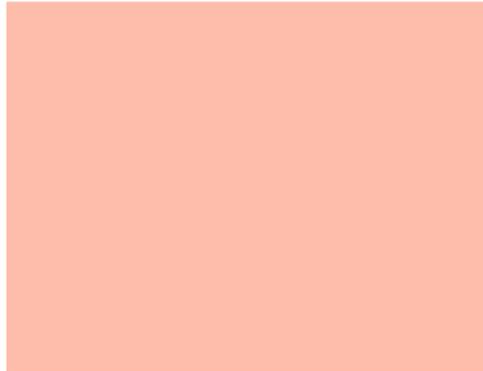


Step 3 -

Do they ask the tough questions?



- Is the agency just saying yes to every request you have?
- Are they being “real” and are they helping you assess what would work/what wouldn’t work for your business?
- A good agency will ask the tough questions before a contract is signed!



Our trick: SWOT Analysis

By assessing strengths, weaknesses, opportunities and threats, an agency is able to gain a better understanding of a business and their brand. Plus, they are aware of potential issues right from the get-go so they can better mitigate how to deal with them throughout the plan.

B E



B R A V E !

Walker's Example

When we worked with Walker's/Capital Movers, there was one thing we told them: **be brave!** To stand out in a huge industry, we knew we had to create a **bold strategy that set them apart** from their competitors.

Influencer marketing was a huge **departure from the classic marketing tactics** of moving companies, and it paid off! Instead of choosing to play it safe, we pushed them to do something different, and the results were incredible. With the help of an influencer's perspective, they were able to reach a **whole new target demographic** for their business!

Step 3 - Does their portfolio back up what they are saying?

- Does their portfolio match the services they are offering?
- If not, are they coming forward with loss leader pricing or another opportunity?
- Have they solved similar problems to what you are experiencing?



They may talk the talk but do they walk the walk?

Have they solved a problem
similar to yours before?

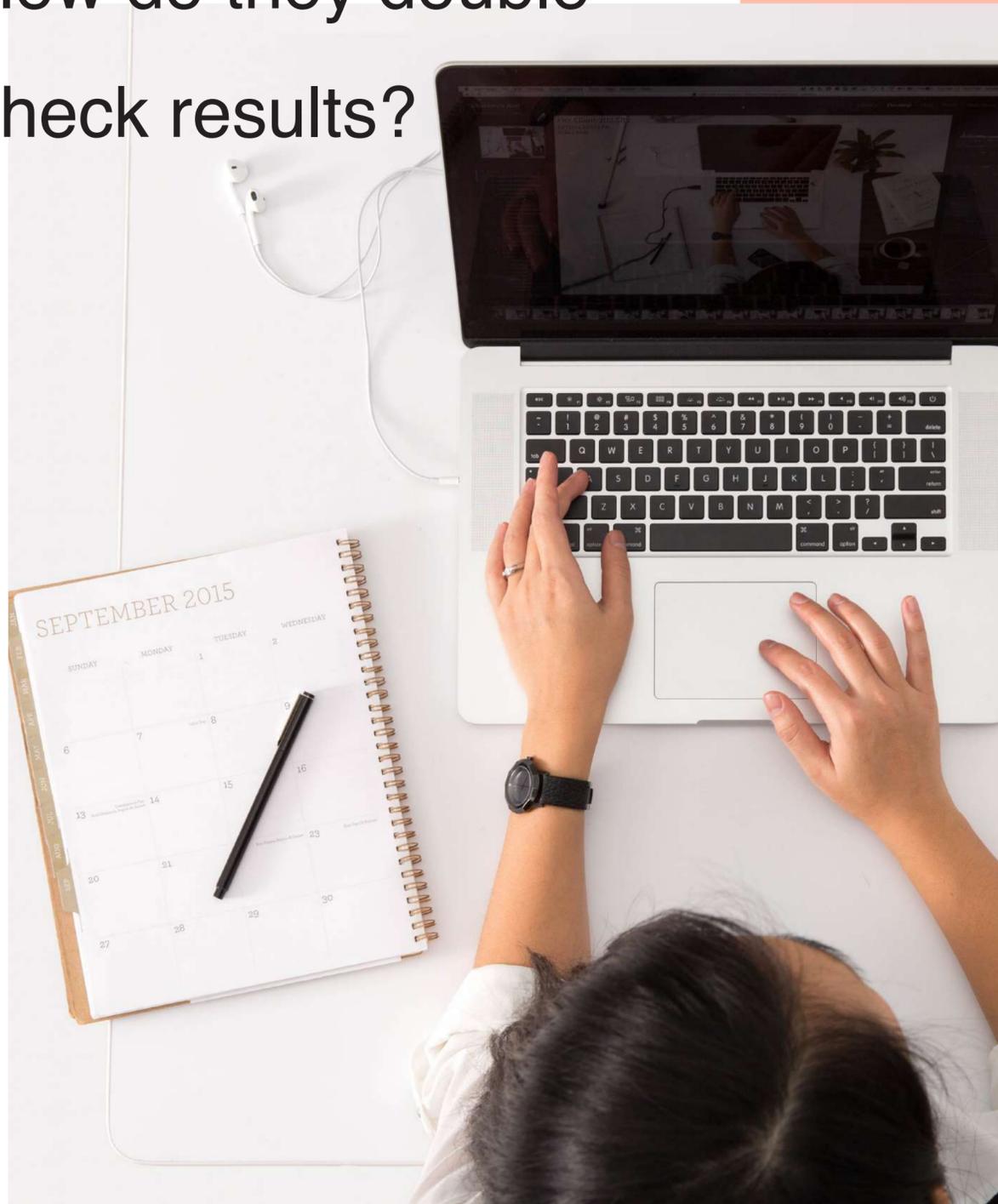


Venture Club + Huff Estates Wine

When we wanted to prove our influencer skills without having worked with a client in this niche, we took on a **loss-leader project**. By working with Venture Club, we were able to **prove our worth** with this type of service and as a result, were able to gain influencer projects with other clients .

Step 5 -

How do they double-check results?



Data is queen!

A good agency will make it their priority to provide you with accurate performance data + quantitative results. The best of the best will provide data from multiple resources and tracking methods for a reliable analytics report!

Some things to consider:

- Will the agency provide you with accurate analytical data measuring the success of campaigns?
- If so, how do they double-check them?
- Remember: Different platforms yield different results, and different industries have different benchmarks.





Wilton Tack Example

This horse supplies store's goals were online sales, so we **A/B tested** ads on different platforms to see where the results were best. From there, we used **outside insights** to **double-check the metrics** and were able to . **optimize** their ad spend to generate the highest possible return!



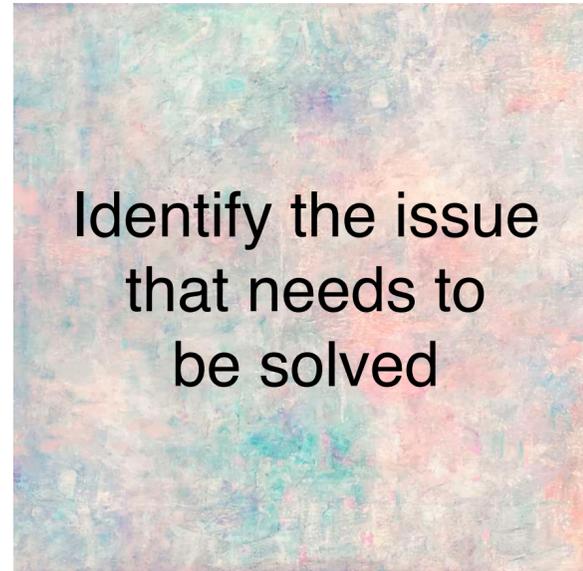
DOs and DON'Ts

- Do write a clear brief of your project and the results you're looking to get.
- Do spend the extra time at the start assessing the agencies you want to talk to.
- Don't overstuff your brief - agencies spend a lot of their time reading through requests and they only want the most relevant information.
- Don't rush the process! This is your business we're talking about and the decisions you make related to how to market it matter.

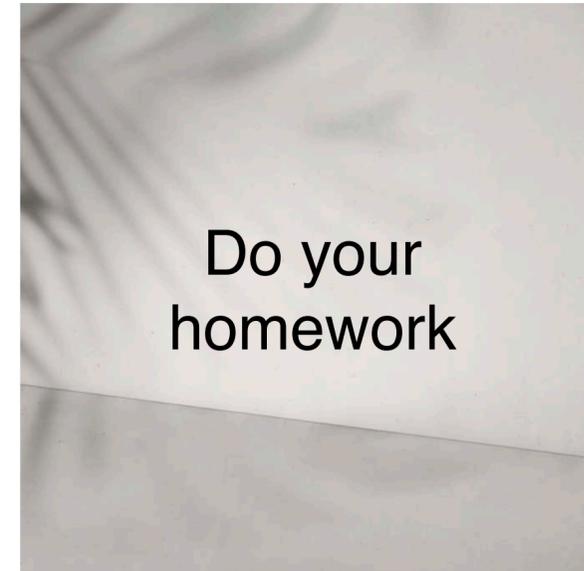
Recap

The most important thing to know is that an agency should be willing to meet you where you're at.

The best agencies should also inspire you to take the leap to bolder marketing!



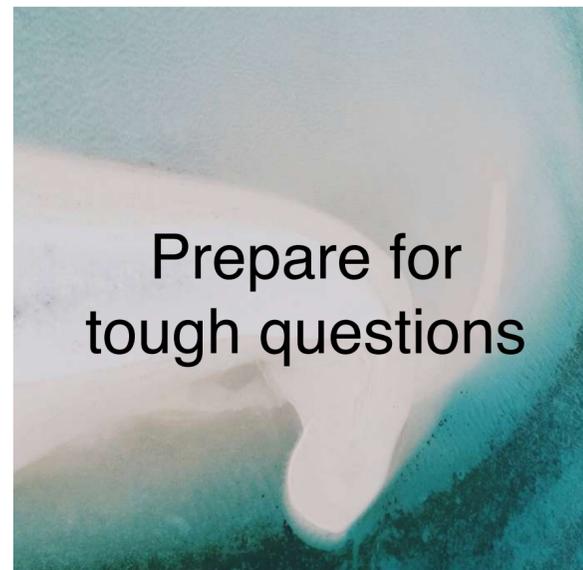
Identify the issue
that needs to
be solved



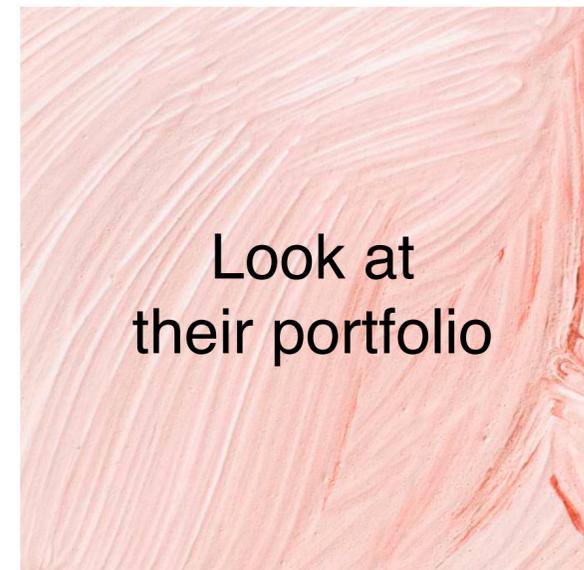
Do your
homework



Understand
who's doing
the work



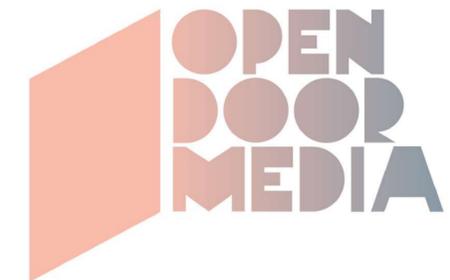
Prepare for
tough questions



Look at
their portfolio



Ask about
results



Like what you see? We're always looking to chat with businesses who share our passion for creative marketing. Get in touch - coffee's on us!

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