



# 99 PROBLEMS

AND PROFIT IS #1

How your agency can develop a new sustainable revenue stream

– Presented by Act-On Software





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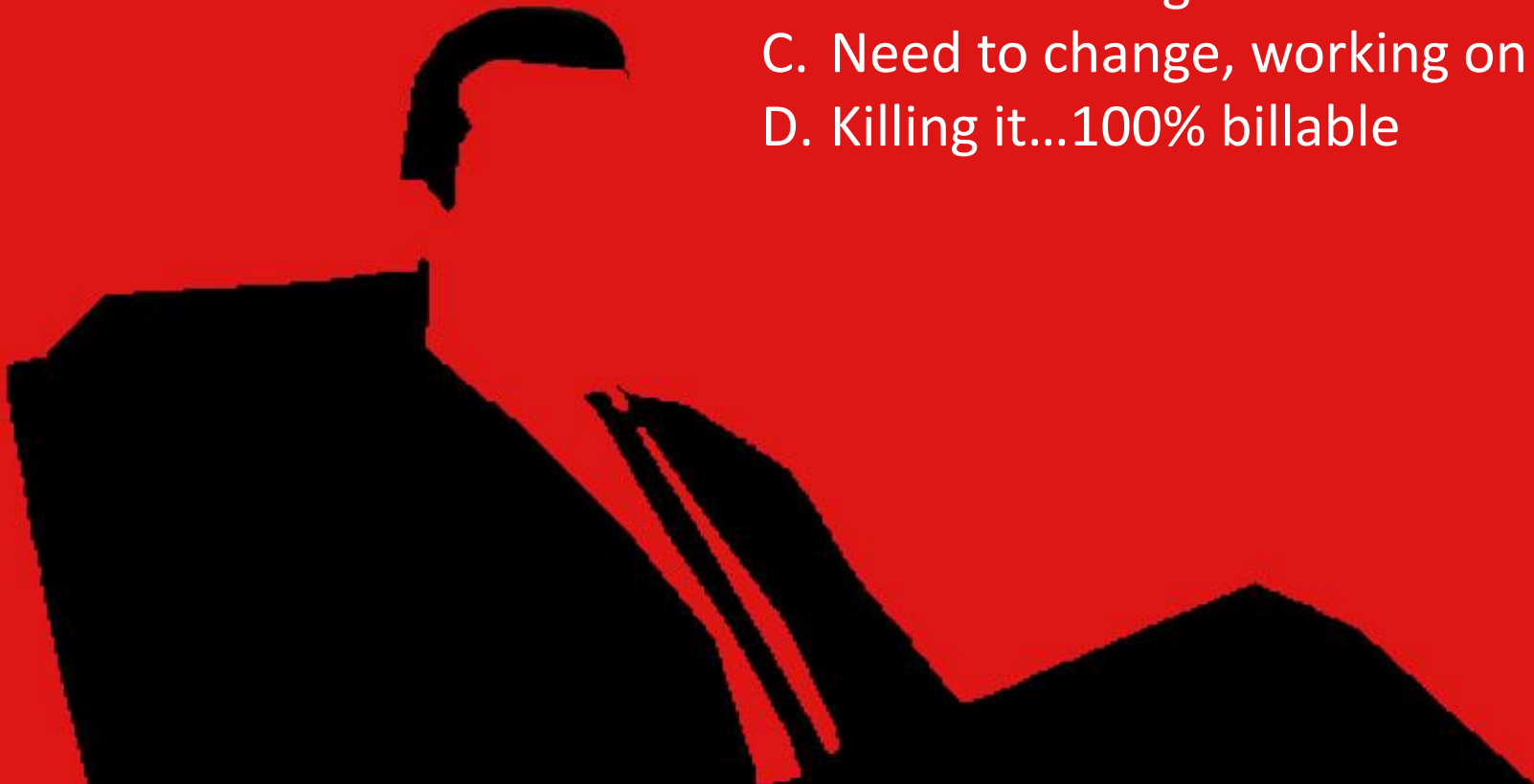
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# SAMPLE SURVEY

**What's your Agency's current mindset?**

- A. Nothing needs to change
- B. Need to change but don't know how
- C. Need to change, working on it
- D. Killing it...100% billable



# THE AGENDA

- Acknowledge some industry challenges
- Discuss some emerging revenue models
- Outline the benefits of a strategic partnership

CMO turnover / churn

Smaller teams with bigger goals

AOR is a thing of the past

# CHANGING CLIENTS

What have you done for me lately?

Need more accountability & ROI

Shifting away from Trad Adv

Time poverty

Changing tools & technology

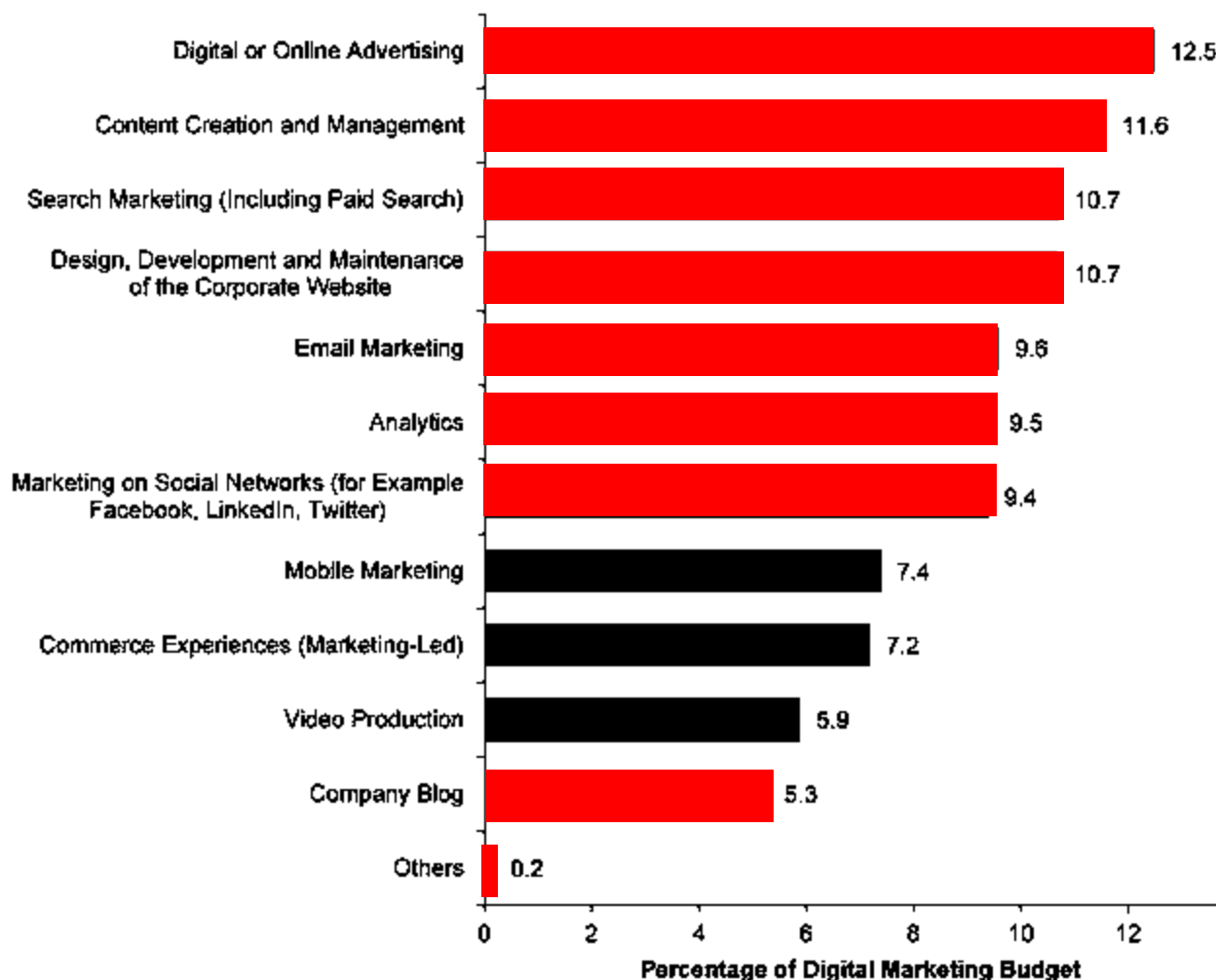


# MARKET PRESSURES

- Pressure to prove ROI
- Pressure on data-driven decision making
- Pressure to focus on new tactics and channels:
  - Content marketing
  - Social Marketing
  - SEO/SEM
  - Behavioral Nurturing & Scoring
- Pressures on asset creation



# NEW BUDGET



Gartner for Marketing Leaders

Advertising budgets  
are steadily decreasing

Budget spread across  
many new digital  
programs & channels

Marketing Automation  
helps you generate  
more revenue with a  
smaller budget

# NEW REALITY

- Internal Agency Structures
- Money is spread out
- Time is spread out
- Spec Work = Free Work
- RFP Hell (Request For Punishment)
- Higher competition
- Project Work = unpredictable revenues
  - Under budgeted
  - Under nurtured
  - Under valued
- Lower Margins = Lower PROFIT !



**FREEFALL**



# NEW ERA

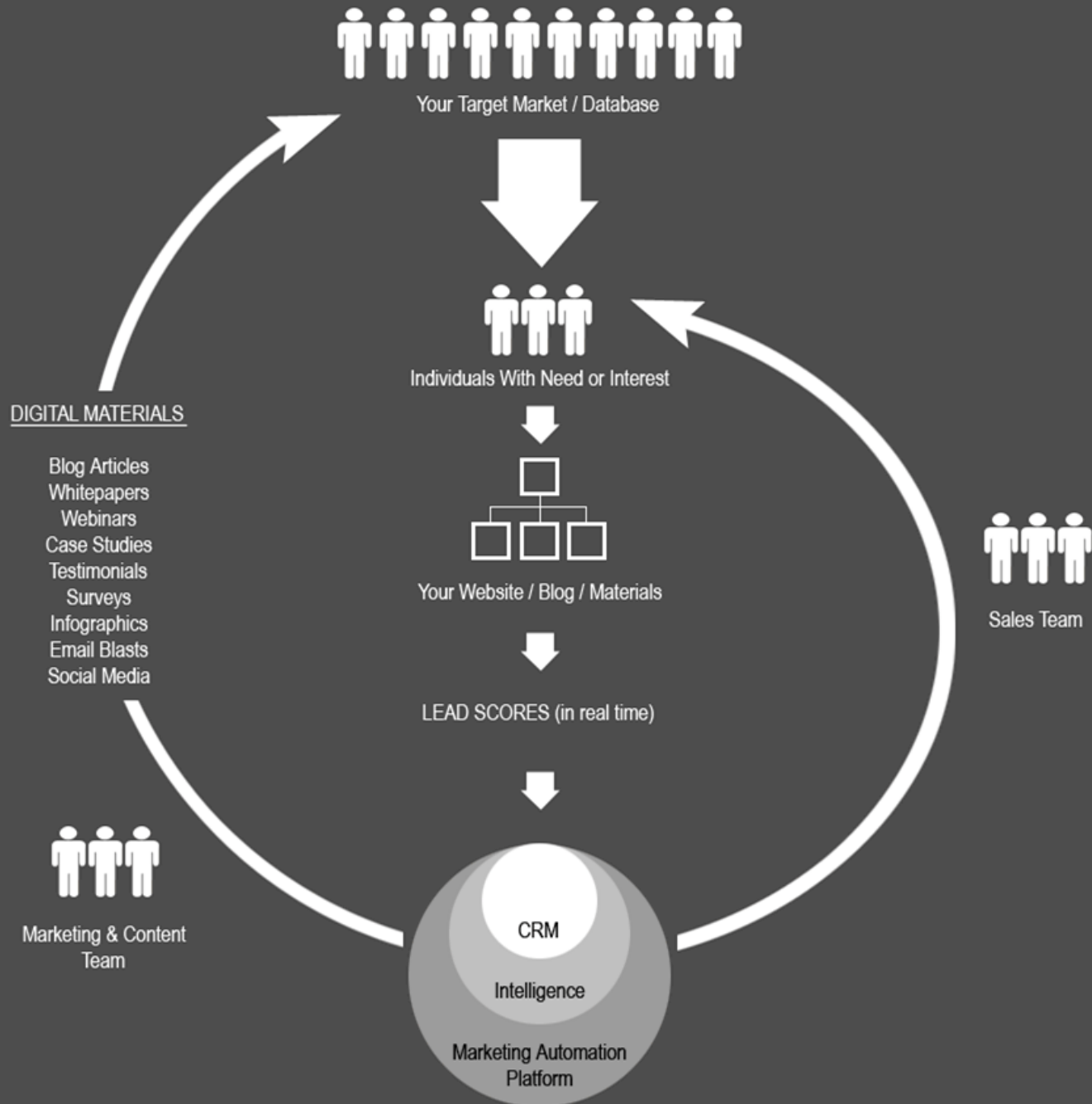
3 Martini lunches to 140 characters...overnight



# AGENCIES ADAPT

Embrace the change





A black silhouette of a man in a suit and tie, standing with his hands clasped in front of him. The background is a light beige color with a faint, circular, textured pattern.

# **LEAD2REVENUE**

- Close the loop on Sales & Marketing
- Proven value to client (direct ROI reporting)
- Easier justification of spend
- Shared goals, hard numbers
- Entrenched partnership
- Greater share of client wallet

# CLIENT TIME

*The #1 business driver for  
Agency profit*



# THE PARTNERSHIP

All agencies get:

- Agency Dashboard with Single Sign-In
  - Share active contacts across accounts
  - Manage agency team access to accounts
  - Share content assets & templates across accounts
- Dedicated Partner Support for length of subscription
- 150 + Agencies Already Signed-Up
- Flexible terms, Month-to-Month contracts
- On-going training

Grow with us, and you'll also receive:

- Joint Marketing Efforts
- APEX Partner Listing (We send business to you)
- FREE Demo Account (Use it internally)
- Co-Branding





# **MONITIZATION**MODEL

- Stabilized revenue
- Less spec work
- Predictable workload
- Better margins

## **BETTER**RESULTS

- Retained Clients
- Happier Employees

# **CASE STUDIES**



# CASE STUDY #1

## To The Point Marketing

- Increased revenue 300%
- Employee efficiency up 80%
- Lower employee turnover
- Higher revenue per client
- Happy clients, getting better campaigns at a lower cost



# **CASE STUDY #2**

## **Starshot**

- North America Agency of Record for Microsoft
- Saved her clients ~96 billable hours per month
- Creates better Sales and Marketing Alignment
- Automates 18-36 month Lead Nurturing campaigns
- “Act-On helps us shine in front of our clients – which is awesome”



# NEXT STEPS



Schedule a Demo, take a deeper dive.

**ASK ANSWER**





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