

3 SIGNS YOUR AGENCY IS ABOUT TO GET FIRED

AND HOW TO AVOID THEM

John Aikin, Web Canopy Studio
Evan Dean, HubSpot

How long does the average retainer last?

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Those that do can still fail to reach longevity

18 months

(INFORMAL HUBSPOT CC POLL)

Red Flags You're About To Be Fired

3 MAIN CATEGORIES

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1 The Client Changes Point Of Contact

1A: Your POC leaves their position and someone new comes in

Oftentimes, new people in a director or VP of marketing/sales role will want to make improvements and prove value right out of the gate = change



THE FIX:

- **Address the issue head-on.** Schedule meetings and emphasize you're here to help them. Learn their goals. Sit on the same side of the table rather than across.
- **Be proactive.** Have more than 1 point of contact, specifically someone in sales. Have marketing and sales alignment meeting.



1B: Client hires a new marketing person under them to work with you

This can be a sign that the client does not see the value in working with your agency.

THE FIX:

- **If they haven't hired yet, get in front of it.** Why are they hiring? What are they hoping to achieve? What can you do to help in the process?
- If they've already hired, this is a natural move in agency/client relationship. **Good agencies can pivot to a more consultative approach and bring new ideas. EVOLVE.**

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2 Account Is Not Meeting Goals Or Metrics

2A: You're not holding up your end of the bargain

If you're not hitting goals and metrics, you're not completing tasks in a timely manner, etc., it should be no surprise that you won't retain the client.



THE FIX:

- Make sure you always have clear insight into what's happening on your accounts.
- Build processes and strategies as SOPs for everything.
- Make sure to have agendas, timelines, and KPIs, and *track everything*.



2B: Goals are too aggressive for the time/fee

It's easy to be swayed by a client to set lofty goals, especially if that's what it takes to get the client sold in the sales process.

THE FIX:

- Complete a goal setting exercise with clients *and* prospects.
- Determine how much effort is needed to hit those goals.
- If it's too late you may need to eat some profit to make ends meet, but be prepared for next goals.

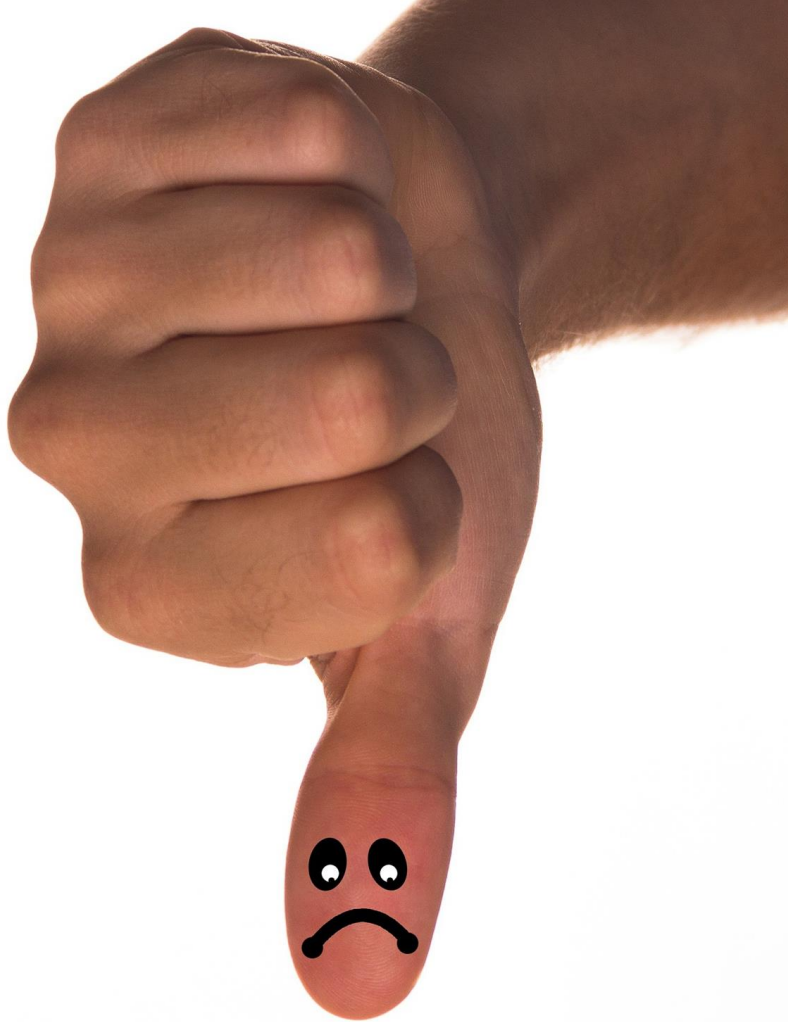
2C: Goals are not set in the first place

If there are no goals or metrics established, you have nothing to base your success off of, regardless of how good you think your company is performing.



THE FIX:

- Perform a Goal Setting Call
- Define an SLA
- Make sure all parties agree on terms



2D: The client is getting “bad leads”

This is typically a sign that the client does not have proper follow up, or worse, a proper sales plan in place for engaging leads.

THE FIX:

- Probably not bad leads; probably no sales structure
- Build an SLA
- Document all sales activity in the CRM

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3 The Client Is Not Cooperating

3A: Not showing up for or pushing off meetings

This usually occurs when your client is overwhelmed or if you're not dealing with the decision maker. This boils down to priorities.



THE FIX:

- Define SLA from the start
- Reiterate the goals the client had in the sales cycle; ask if still important
- Be willing to take a hit and go out of scope to get it done
- If you can't move forward, consider firing the client



3B: Not delivering content to you in a timely manner

It's easy to think that if it's the client's fault that content isn't being delivered that it's okay. In reality, agencies are expected to deliver results.

MOST COMMON ISSUE

THE FIX:

- Don't let them sit in a holding pattern
- What needs done first that's holding them back? Can you help?
- Consider shifting to an interview style of content production rather than waiting on client to deliver
- If stuck in approval stage, proactively book time for client.
- Harder to decline meetings than to push off writing content

3C: Client not engaged in meetings

This occurs when the client is just kind of going through the motions of your presentations or discussions and really are not participating.



THE FIX:

- If this is happening, **address it head on.** Stop meeting and ask if information is valuable, or would they prefer to skip over.
- **Be proactive.** Continually pitch to your clients new ideas, stay fresh, wishlist.
- **Share cool things to report on.** For example: new keyword performance, specific followers, etc.

A: Create an SLA, Smarketing.

B: Maintain more than one point of contact.

C: Address issues head on, ALWAYS.

RESOURCES:

webcanopystudio.com/hubpartner

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THANK YOU

#PARTNERDAY18