



The Ultimate
ARTICLE ARCHIVE

Agency Strategy & Management

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[Top 10 Best Practices](#)

What successful companies and their marketing organizations are putting into practice.

[What's Your Risk Profile](#)

How much risk brand advertisers are willing to take with their agency partners, and what impact it has on their overall performance?

[Mastering Agency Relationships](#)

What actions should marketers take to turn agencies into valuable resources and effective collaborators?

[Why Are Advertisers Rapidly Shifting to Custom Software for Managing Agency Partnerships?](#)

Why off the shelf software agency management solutions fall short of meeting the needs of advertisers.

[Run Forrest, Run.](#)

Why should advertisers pursue an integrated approach to managing agency partnerships and resources?

[Partnership for Success... and Survival](#)

How can advertisers achieve partnership excellence?

[In-house Agencies: Are We Alone Together?](#)

How in-house and external agencies can not only coexist but thrive together.

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[Stop Wasting Your Time](#)

How is automation changing how advertisers manage agencies?

[Agency Management: The New CMO Imperative](#)

How must CMOs build the right Agency Management competencies?

[Expertise Deciphered](#)

How should advertisers define expertise when securing it from agency partners?

[Ready to Jump?](#)

How can advertisers run effective Agency QBRs?

[Lessons Learned from the Samsung Debacle](#)

What should advertisers do to improve transparency and avoid costly mistakes?

[The Blind Men and the Elephant](#)

What are the four ways advertisers can implement the right agency model?

[When chaos calls, will your partnership thrive or dive?](#)

How business partnerships and team collaboration must evolve to overcome a wide range of new and complex business challenges between brands and agencies.

Agency Strategy & Management

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Looking for better relationships? Ask better questions.

When brand advertisers ask better questions about their work relationship with agencies, performance soars and the partnership strengthens.

A CMO's Wake-up Call: not Who but How

Why must CMOs shift mindset and focus from "Which agencies should I hire?" to "How can I operate to embolden agencies to succeed?"—no matter whom a brand partners with.

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Getting Stuff Done - Better, Faster, Smarter

How can you improve the output of client–agency collaboration to drive cost efficiencies and bulletproof your business in turbulent times?

Beyond Innovation: Transforming Partnerships for Lasting Value

How can innovation be brought to life most powerfully in client–agency partnerships?

Agency Search

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Ending the Traditional Pitch Mania

What are smarter ways for advertisers and agencies to conduct agency reviews?

Still Searching

What is changing the nature of agency searches according to top search consultants?

Discovering Pearls

How can brand advertisers find the perfect agency partner?

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“Alexa, should I have a voice marketing AOR?”

Should advertisers hire specialty agencies focused on voice marketing?

Agency Awards

The highly debated value of agency award shows and the question of advertiser participation.

Marketing’s Got Talent

What are the four ways brands can overcome their growing talent shortage?

2022 Reviews

Will your account be in review in 2022? Let’s look back at 2021 roster changes, what we learned from them, and what it means to you—as a client or an agency—in the year ahead.

Training & Onboarding & Agency Transition

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The New Efficiency Frontier: Online Agency Onboarding

How training and onboarding significantly improve client/ agency engagement and drive efficiencies.

How to Handle the Heat of Agency Transitions

How to conduct an effective, smooth and expedient agency transition.

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Building stronger Partnerships with eTraining

How eTraining programs contribute to more efficient agency onboarding and productivity gains.

The Breakup: A Confidential Letter

What issues may lead to a painful breakup unless a client is committed to feedback?

Roster Management

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Less is More, More or Less.

How can advertisers simplify roster management without significantly shrinking the number of agencies they work with?

P3 Program

Is your preferred partner program painful or prosperous?

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Aligning Your Roster to Your Model

How can brands operationalize their agency strategy to enable thriving partnerships?

Planning / SOW

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Who Killed The Timesheet?

What are the five key principles to making most effective use of agency talent?

Avoiding Deadly Scope of Work Traps

What are the five common SOW traps brands should avoid?

Your Agency Fees Are Burning Too Fast. Now What?

How savvy advertisers make effective use of retainer fees without getting burned.

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The Ultimate Payoff

How should advertisers prioritize getting better work and more value from their agencies at every stage of their fiscal calendar?

Can your Relationship Handle the IKEA Meltdown?

What are the five ways advertisers can improve their SOWs?

Improve Brand Decisions: Replace working/non-working ratios with deploy & develop allocations

Is the working to non-working balancing act obsolete and flawed? Why do advertisers still use this formula and what is the right ratio?

Compensation

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The Rise of Deliverables-first Models

What are deliverable-first models, and why are they on the rise?

When Not Doing It Right Is Wrong

How should advertisers approach payment terms with agencies?

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You Can't Shrink Your Ways to Greatness

Why cutting agency fees can be disastrous.

How to Manage Effective Agency Negotiations

What modern techniques can brands leverage to evaluate agency pricing and productively negotiate?

Relationship Building

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Confessions of an Ex-Client

What brands should practice to build lasting partnerships?

What do great CMOs have in common?

How can brands build agency relationships that produce outstanding work and value?

I love you. I love you not.

How should advertisers and agencies improve their relationships?

Riding a Backwards Bicycle

What misconceptions about agencies should advertisers unlearn to rebuild stronger partnerships?

The New CMO Challenge: from managing vendors to enabling strong agency partnerships

What advertisers must do differently when working with their agencies.

Make the Marriage Last

How to make the “marriage” of a new client/agency relationship last.

The Hidden Gem

How relationship longevity contributes to quantifiable value for brand advertisers.

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What Should You Ask Yourself and Your Organization?

What are the six questions every CMO should ask about the way they manage their agency partnerships?

What will Make You a Kick-Ass Client

What great clients do to turn their agencies into powerful growth engines.

Here's to the crazy ones. The round pegs in the square holes.

What are the seven secrets behind the world's most successful client/agency relationship?

Successfully Managing Agency Partnerships in Tumultuous Times

What advertisers should do to protect their investment in valuable agency relationships during difficult times.

Trust Me (no, really!)

What are five proven ways to earn trust in client/agency relationships?

Give Me Space

What are the five ways for advertisers and their agencies to overcome common relationship struggles?

The Chicken and the Egg Dilemma

What actions can brands take to drive mutual accountability and set agencies up for success?

Relationship Building

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We Don't Talk About... No, No, No!

Three major roadblocks to highly effective marketing and collaborative client/agency partnerships... and why brand advertisers should talk about them.

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Rethinking 'AI' in a Partnership World: Advice for Advertisers and Agencies

What if "AI" meant something more than artificial intelligence? Discover 6 surprising and effective ways this popular abbreviation can improve agency partnerships.

Briefing

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*Make The
Logo Bigger!*

What are the 20 ways
advertisers can improve
agency briefs?

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*Are Your Briefs
Tight Enough?*

What are the five principles
brands should follow to
improve briefing?

Engagement & Collaboration

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We Deserve Better!

What advertisers should do to improve their collaboration with agencies.

How to Avoid a Deadly Mexican Standoff with Your Agency

What brands should do to align with their agencies.

Turning Agencies into Growth Agents

Why should advertisers embrace process automation?

Lessons in Collaboration from the Human Tower

What are the five ways brands can improve agency collaboration?

How to Drive Your Agency Crazy

What are the most common mistakes advertisers make with their agencies and what to do about it?

The Science of Love

What are the four essential laws to ensure optimal alignment with agency partners?

How to Drive Your Client Mad

What are the most common mistakes agencies make with their clients and what to do about it?

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A SEA of Change is Coming

What should brands consider to overcome a difficult economic climate?

Are you a Double Agent?

What new means of collaboration and partnership are possible when they are powered by data?

Are you Gambling with your Agency Partners?

Four lessons to build strong partnerships.

Overcome the 3Cs of Partnership Demise

Chaos, Complexity and Costs greatest threats to corporate performance.

Unlocking Efficiency

How can brand advertisers adopt a step-by-step approach to automate, streamline, and enhance their engagement with agencies?

Breaking Silos: The Key to Cross-Agency Teamwork

How can brand advertisers enhance cross-agency collaboration to drive collective success?

Agency / Client Evaluations

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Sixty percent of the time, it works every time.

How can brands make their client/agency evaluations more actionable?

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Is the Grass Greener on the Other Side of the Fence?

How can advertisers avoid an excessive wave of agency reviews?

The Organized Feedback Framework

How do you set up a multi-dimensional organized approach to providing and receiving feedback and build better partnerships?

“Do you like to do it yourself? How is the mood striking you now?”

How brands should decide when outsourcing their evaluations is the right approach.

Built to Last

How must advertisers evaluate their partnership to strengthen them?

Reading the Early Signs of Trouble

How should advertisers spot the early signs of troubled relationships?

The 8 Critical Obstacles

How can brands improve their client/agency evaluations.

Fixing Before Replacing

What are the hidden costs and risks of replacing agency partnerships vs. fixing them?

How advertisers can give their agencies actionable feedback

What ageless principles should advertisers follow to give agencies productive feedback and drive meaningful improvements?

Hidden Costs of Changing Partners

Report reveals how to prevent astronomical costs of an agency review.

If Only I Knew...

How can brands reduce undesirable surprises and boost long-term client/agency performance by adding real-time feedback to agency evaluations?

KPI / Efficiency Measurement

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Don't work your "non-working" too hard.

How brands manage their marketing budgets and drive fiscal accountability.

No Longer Fly Blind With Your Agencies

How can advertisers better monitor relationship value and other performance metrics?

The best way to advertisers to relize cost efficiencies

How can brands drive better efficiencies with their agencies?

Together, committed to a better world

Should brands set D&I and environment targets for their agencies?

The Era of Superior Supplier Value

How do brands drive optimal supplier value balancing KPIs?

Rethinking Agency Performance: The Value Index

How should advertisers drive more effective use of talent, improve performance and ROI?

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Wasted!

Why is reducing waste the new marketing battle front with agencies and what are the most common sources of inefficiencies?

The Investment Dilemma

Why must advertisers systemically reduce costs and eliminate inefficiencies?

The Marketing Diet

What healthy client/agency practices should advertisers adopt to stay budget fit?

The Right KPIs to Manage Agency Partners

What metrics should advertisers use to make effective use of their agency partnerships?

Creating Agency KPIs

Engaging and motivating agency partners is more than a numbers game.

Key Trends

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A Look Back: Agency Management in 2019. And what it means to us in 2020.

What should brands learn from 2019?

Advertisers and Agencies: Are You Ready For 2020?

What are the eight CMO expectations that will impact agency partnerships in 2020?

The Domino Effect: Bracing for Impact

What should brands anticipate as a result of the COVID crisis?

Save Your Agency-Client Relationship from Drowning in The Pandemic Sea

How can clients and agencies avoid the heightened risk of relationships failing during the stormy pandemic crisis

Predictions for a New (Partnership) World Order

What radical changes should advertisers expect in a post-COVID world?

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The Future of AI

How will AI improve the way we produce advertising and impact relationships?

Partnership in 2021: An Inconvenient Truth

What should advertisers expect as a result of the tensions experienced by clients and agencies in 2021 amid COVID?

The Strength of Agency Holding Companies

How will the exceptional progress of Agency Holding Companies impact brand advertisers in the future?

Year-in-Review and 2023 Trends

What are the trends and major themes that will impact 2023?

The Marketing Procurement Renaissance

What are the key takeaways from the 2024 ProcureCon Marketing event as advertisers navigate industry disruption, AI, and evolving agency models?



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