How to Partner Effectively with an Ad Agency

presented by the Northeast Gas Association
Agenda

- Selecting an agency
- Types of projects that may require engaging an agency
- How to effectively complete a Marketing Brief
- What to expect from your agency after the Marketing Brief
- Additional keys to success
Hello
we are all in this together to achieve the same goal!
Which type of agency would be the right fit for your company?
Selecting an Agency

Check to see if your company has an agency that it uses

If you can select an agency, then evaluate your current agency as well as new agencies based on this criteria:

- Industry Knowledge / Experience
- Quality of work
- Responsiveness
- Value
What types of projects can an agency help you with?
Ad Agency Services

Advertising (Direct & Co-Op)
- Online
- Print
- Radio
- TV

Brochures

Direct Mail
- Letters
- Postcards
- Bill Inserts
- Door Hangers

Media
- Plans
- Placement

Newsletters

Public Relations

Social Media

Trade Shows
- Booth Development
- Premium Items / Giveaways

Website Design
What is the best way to get everyone on the same page?
The Marketing Brief

- This is a great way to communicate with your agency

- It gets everyone on the same page and ensures that there isn’t miscommunication

- Let’s fill out a marketing brief together as we discuss the components
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How to create a successful marketing brief?
What Product or Service are You Offering?

- This is important because the agency needs to know the topic
- You may have primary and secondary offerings
- Also, you might specify what not to include
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Defining Project Objectives

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MARKETING BRIEF
MARCH 16, 2017

PROJECT OBJECTIVES

Increase natural gas safety education awareness
  • Very aware and somewhat aware currently 30.3%
Defining Communications Objectives

- What are you trying to communicate
- What’s the message
- Are there pain points that you want to use in the copy of the marketing initiative
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**MARKETING BRIEF**

**MARCH 16, 2017**

**COMMUNICATIONS OBJECTIVES**

Educate the public about:
- How to identify a gas leak
  - Smell
  - Look
  - Listen
- What to do if you suspect a gas leak
  - Leave the premises immediately
  - Call 911 or your local gas provider
Identify Target Markets

- Who are you targeting
- Are there multiple segments
- Who should the message be written for
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• Who should the message be written for
Specify Tactics

• Based on your objectives, communication needs, and target markets what deliverables will you need

• Will you need a direct mail campaign, social media, digital ads or brochure

• Don’t limit yourself but be clear in the marketing deliverables that you are expecting
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Identify Mandatories

• Mandatories are those things that your deliverables must contain

• Are there mandatories that have to be included in your marketing deliverables such as “call to action” or disclaimers

• What about your logo, telephone number, website address or social media links — follow branding standards
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**MARKETING BRIEF**

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**MANDATORIES**

- NGA branding
- Space for member branding
- Bold colors to call attention – red/yellow
- Emphasize call-to-action

- Brand Standards
- Website Address
- Phone #
- Caveats
Specify Timeline / Deadlines

- What’s your timeline look like
- How soon will you need to launch the marketing initiative
- How soon will you need the deliverables in order to review and get approved in time for launch
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MARKETING BRIEF

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TIMELINE / DEADLINES

• Concepts in November
• Approval and member buy-in by end of year
• Launch in April
Provide a Budget

- What budget considerations need to be taken into account
- How much money do you have to spend
- This will determine marketing vehicles that are considered for execution
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What happens after the marketing brief?
Proposal from the Agency

- Agency needs to come back with a proposal
- Proposal should explicitly state what you will receive and for how much
- It should also have a timeline with milestones
Agency Starts the Project

- Agency is responsible to deliver to the schedule (concepts, etc.)

- Your are responsible to also deliver to the schedule (reviews / feedback)
Agency Delivers Concepts

- It’s important to provide as much feedback as possible
  - “I really like that headline, but I don’t like the layout”
  - “I like the colors”
  - “I want this in bullets instead of a paragraph”

- The more detail and rationale that you can provide, the better
Agency Starts Production & Delivers Final Files

- Now that the concepts are approved, the agency can create the items.

- It's time consuming to change the concept once it has been approved.
  - In production phase, your feedback should be very specific and changes minor, such as “change the word ‘leverage’ to ‘use’”.
What else should I know to get the most from my agency?
Keys to Success

- Be open and honest with the agency
- Be clear about what you expect
- Determine early on who needs to be part of the approval process and internal stakeholders
- Try to have fun :)