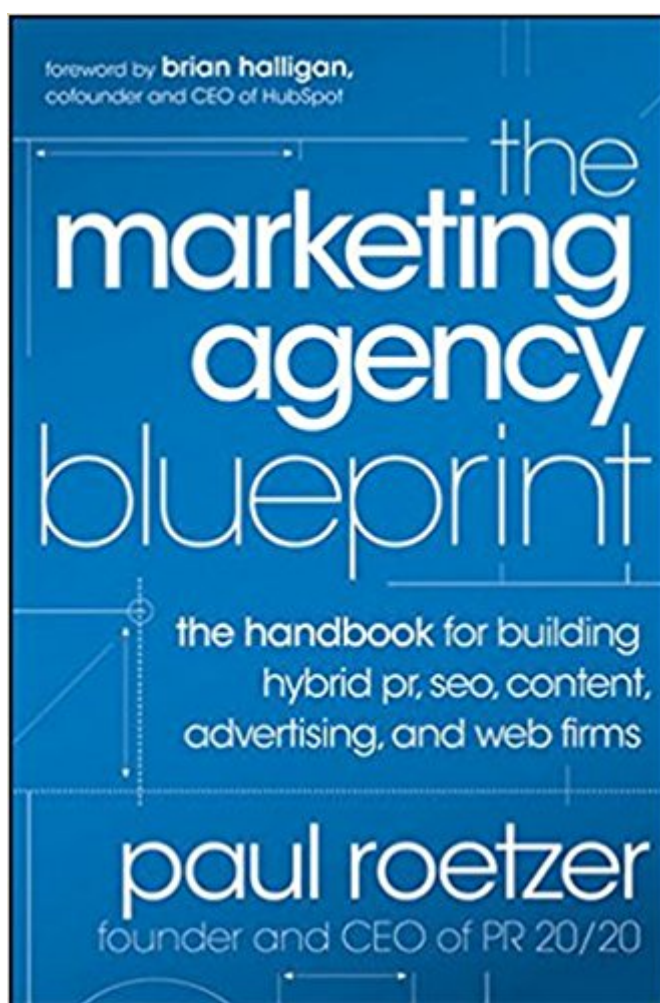


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# The Marketing Agency Blueprint: The Handbook For Building Hybrid PR, SEO, Content, Advertising, And Web Firms



## Synopsis

Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

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## Customer Reviews

The marketing-services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be ingrained into the DNA of every agency and blended with traditional methods to execute integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents 10 rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Create diverse and recurring revenue streams Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients, and win their loyalty This is the future of the marketing-services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

praise for the marketing agency blueprint "It's time for a new type of agency, one built to take advantage of the communications revolution, one that helps companies get in front of buyers when they are ready and eager to engage. In his engaging *The Marketing Agency Blueprint*, Paul Roetzer shows you how to transform your firm to thrive in the real-time world we live in today."

•David Meerman Scott, bestselling author of *The New Rules of Marketing & PR* "The Marketing Agency Blueprint is a practical, insider's guide that should be required reading for anyone building the next-generation marketing services firm." •Dharmesh Shah, cofounder and CTO, HubSpot "The Marketing Agency Blueprint is a must-read for any group or individual providing marketing services to clients." •Joe Pulizzi, founder, Content Marketing Institute "Inbound marketing ranks among the most powerful, quiet trends of the last decade. Paul has experienced this change firsthand and writes eloquently and actionably on how marketers and businesses of all stripes can earn amazing returns by investing in the channels of search, social, and content."

•Rand Fishkin, CEO, SEOmoz "If your goal is not just to survive, but to thrive and gain a competitive advantage in the midst of new media realities, this may just become your new marketing

bible." •Dustin S. Klein, publisher and executive editor, Smart Business Magazine and Events; coauthor and contributing editor, The Benevolent Dictator "What Roetzer presents in The Marketing Agency Blueprint is the future of the marketing services industry." •Kenneth Paine, a PR 20/20 client, CEO, Industrial Heat Sources and Hy-Tech Products "Roetzer champions marketing as an evolving discipline where value creation is the basis of success. His book is a seminal view of how marketing services can and will be delivered in the future. It is a must-read for the next generation of marketing professionals and the customers they serve." •Gary Christy, a PR 20/20 client, Brand Leader, Westfield Insurance

So I purchased this book blindly because a colleague of mine suggested to read it and the price point seemed reasonable. Although informative it's really not a "Blueprint". It's more of a guide. Being in the industry now for more than 15 years I can say that it does contain lots of good information to consider IF you're starting out. If you already operate a marketing agency, the important section on lead generation is a bit weak. I would've liked to have seen more tangible examples and a thorough case study of how to create one. Also, many have said it here but HubSpot is mentioned more often than not and there are many more options out there for CRM's for varying stages for your business.

The book was good. Not great. It's pretty much just a how to find new business leads kind of book

Gift to a relative. Was read as a history/background for his profession.

As an entrepreneur and creator of my own company (Digital Agency) with no experience in other agencies, whether fortunate or not, we have been involved in situations that ends by pure common sense, corroborating what the book mentions and putting us in a reality which we did not know if what we were doing was right or not. Paul gives clarity to many situations we live day by day, and others that we have not put into practice, we had not even seen, but we will consider. I think Paul is very generous in sharing his experience and is a great contribution to any marketing agency, Thanks Paul will be in touch by sharing methodologies and concepts that we can make to a second version.

I read The Marketing Agency Blueprint not long after it was published in Nov 2011. It was just the book I needed at just the right time. My business was in its 3rd year and shifting from more of an

old-school marketing/PR agency into what Roetzer calls a "hybrid agency", but I did not have a word for what we were becoming. From what was feeling like a solitary path, I found company in the book, a lantern to light my way, and Paul Roetzer's examples to be inspirations. It is the perfect read if you are currently a marketing or PR professional in an agency or solo consultancy. Agencies can learn how to become more relevant and successful in today's demanding digital environment. Solo consultants can ignore the advice on staff management and absorb the details on billing. purpose, commitment to clients and most importantly, the shift to inbound marketing which is enveloping the world of marketing today. Five stars and thumbs up.

The thing I found most helpful about this book was that it gave me a perspective (and language) to understand and frame not only the massive shift we've experienced in the marketing industry - but also the massive opportunity that exists for those that position themselves (and their agencies) for it. That perspective has now made its way into the culture of our organization and as a result has increased the "velocity" of our team to embrace and capitalize this great shift. A personal thanks to Paul Roetzer (whom I've yet to meet) and the work that he has started here to equip agency owners/teams. As the owner and CEO of a newer marketing agency that finds itself smack dab in the middle of this shift, the cost of this book is a "grain of salt" compared to the benefits received tied to Paul's years of experience on both sides of this equation (large traditional agency vs. new/agile agency).

I am starting a new marketing agency as a Hubspot partner and was referred to the Marketing Agency Blueprint by an adviser. I can't imagine finding a more perfect book for my circumstances than this - as someone attempting to use crowdsourcing, inbound marketing and Software as a service to compete with larger businesses, this book gave me several actionable tips that I can implement immediately. Paul describes several models for providing services in this rapidly changing marketplace - from "soloists" to "hybrid agencies." I found out that the model I am using is the "connector" model. The book provided several touchpoints to optimize success as a "connector." I would highly recommend this book to anyone, but believe that all Hubspot partners should read this. Well done, Paul!!!!

I personally have been a digital marketing professional for over 5 years and have worked for agencies along the way so I've seen a lot of what Paul writes about in this book. Paul and his team do a phenomenal job of articulating the essence of what it takes to build a truly state of the art

modern digital marketing agency. His attention to detail, clear prose, and passion for the industry helped me devour this book in short order. Short of doing it for you. This book really goes through every critical thought process necessary in order to build an agency. This book will be studied and scrutinized for many years to come. I thank Paul for taking the time, emotion, sweat, and tears to write this book. He's done me and probably countless others a service.

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