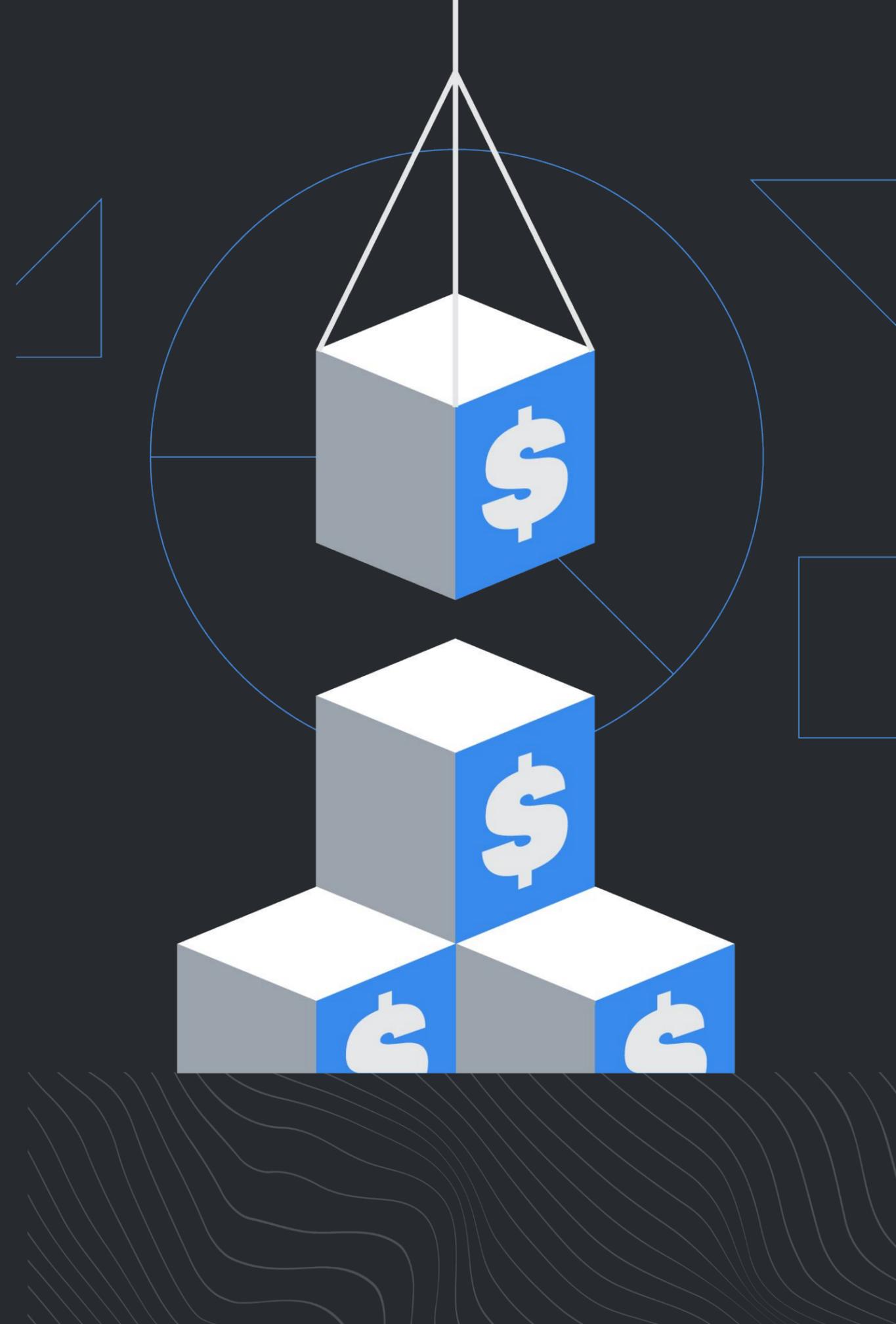


CallRail

How to build and sell
profitable new services
at your agency



Overview

To stay competitive, 86% of digital marketing agencies added a new service offering in 2021, according to [a recent study](#) by CallRail and Kickstand. As a result, 95% of agencies met their 2021 revenue goals, and on average, agencies saw 54% year-over-year growth from 2020 to 2021.

Any new or unfamiliar marketing tactic faces an uphill battle when it comes to being operationalized and sold to your clients as a new solution. The challenges of adoption can cover a range of sticking points that ultimately hold businesses back from making changes that serve the long-term interests of the company.

In this guide, we lay out the information you need to successfully create or expand your agency's services, make compelling cases for these services to your client base, and participate in revenue-generating partnership programs.

Your agency has the resources and intelligence needed to make a compelling case to your clients for expanding their marketing approaches. It's time to find out what you can do to raise your clients' marketing game to the next level.

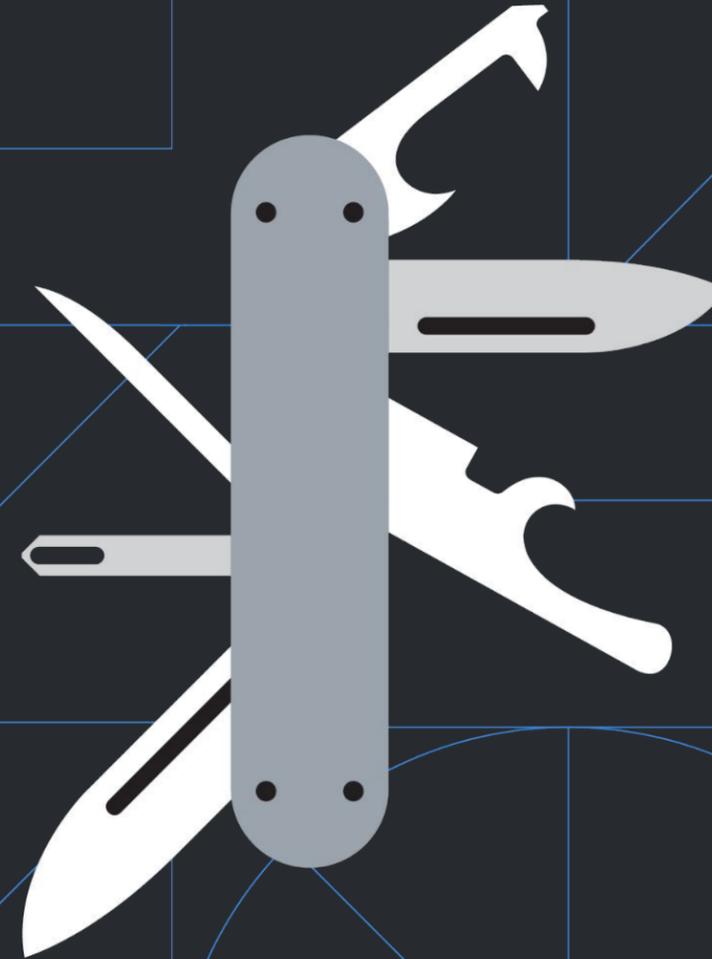
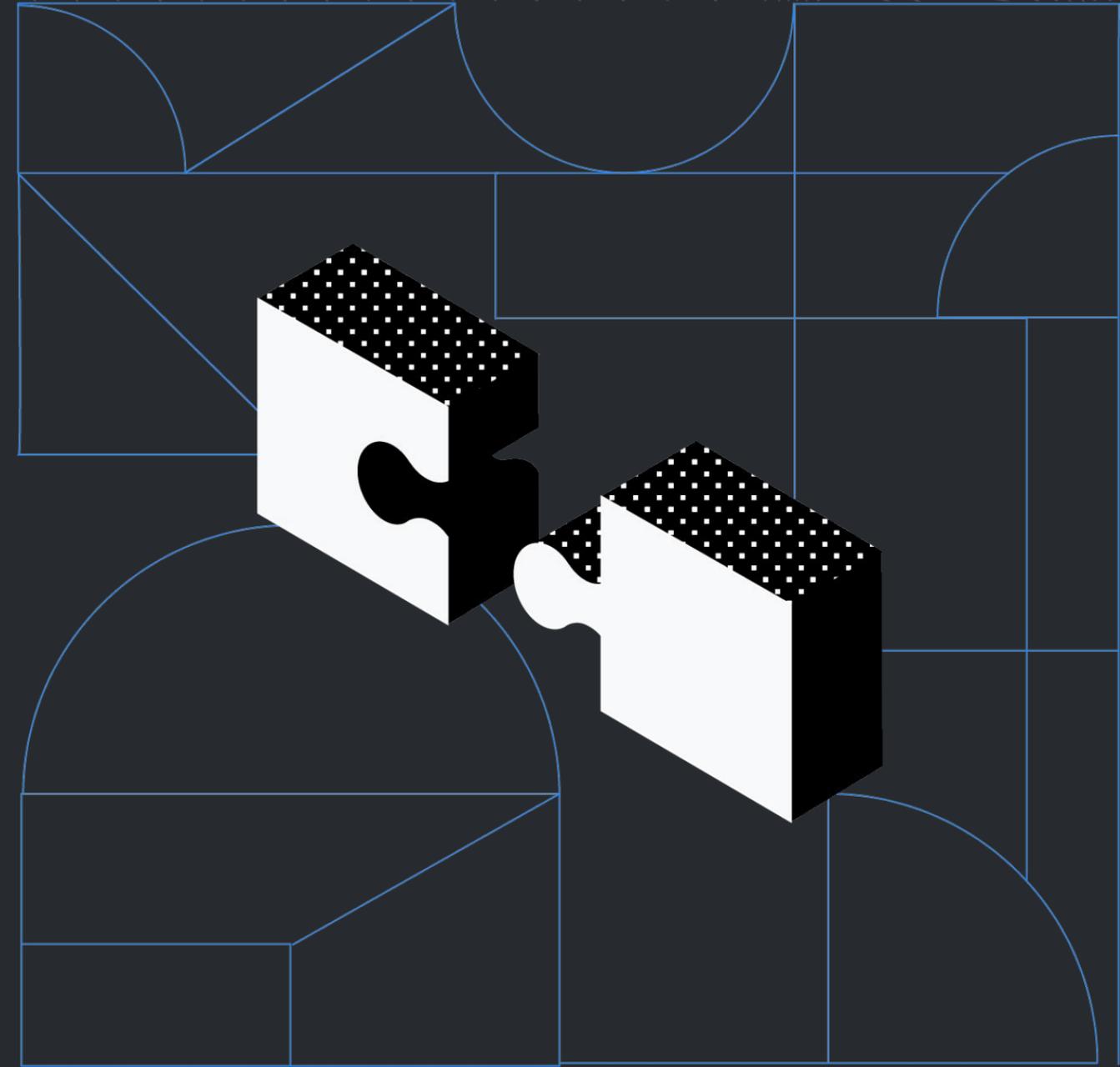


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Building new services



Choosing additional offerings or build on existing ones

In a recent survey of nearly 600 agency-employed marketers, we found the most popular services offered by marketing agencies to be:



Social media marketing



Brand development and brand services



Full service digital marketing



Marketing automation



Website design and development



Paid search engine marketing (SEM)



Organic search engine optimization (SEO)

Consider adding one or more of these services if they make sense in the context of your agency and your client relationships. If you currently do SEO content marketing for your clients, it's not difficult to imagine expanding into paid search, for example — and your clients are likely to come along on this journey with you, given the trust you've already earned in the search arena.

Another method to generate new revenues is to expand the scope of your abilities in a channel where your agency currently markets.

For example, if your agency already offers social media marketing but the limits of your abilities involve posting stock photography with text, you may want to partner with a photo/video production agency that can help you develop custom images and videos for your clients' social channels.

Increasing the quality of your existing services is an effective way to build client trust and ease them into raising their marketing budget. After all, in this scenario, social media is a known quantity — your agency is simply proposing a new tactic that will increase your clients' visibility and ROI on an important marketing channel.

Expand from digital to traditional marketing

Many agencies make digital marketing the foundation of their offerings, and for good reason: digital marketing is often inexpensive, it can be highly targeted to your ideal audience, and it's not overly cumbersome to change strategies on the fly. Measuring these campaigns — and demonstrating the ROI to your clients — is simple and straightforward thanks to the multitude of tools and reporting systems available.

But traditional marketing, including out-of-home, radio, TV, print, direct mail, and more, can still be a wildly successful part of your marketing strategies. Think about the competition your digital marketing faces. Consider how many marketing emails you receive each day — and compare that with how much marketing mail comes to your physical mailbox. Chances are, marketing emails flood your inbox, but your physical mailbox presents an opportunity. When you do traditional marketing right, it's much easier to stand out and make an impression.

As [Hubspot proposes](#), “The question shouldn't be ‘To traditional market or to digital market?’ Instead, try ‘How do we use both tactics to market effectively?’”

Some of the drawbacks of traditional marketing are the difficulties in properly attributing leads and measuring ROI. Call tracking offers a robust, easy-to-implement solution to tracking traditional campaigns. Simply set up each advertisement with a unique, tracked phone number, and you'll instantly know which ad drove each and every call to your clients' businesses.

[Learn more about call tracking](#) →

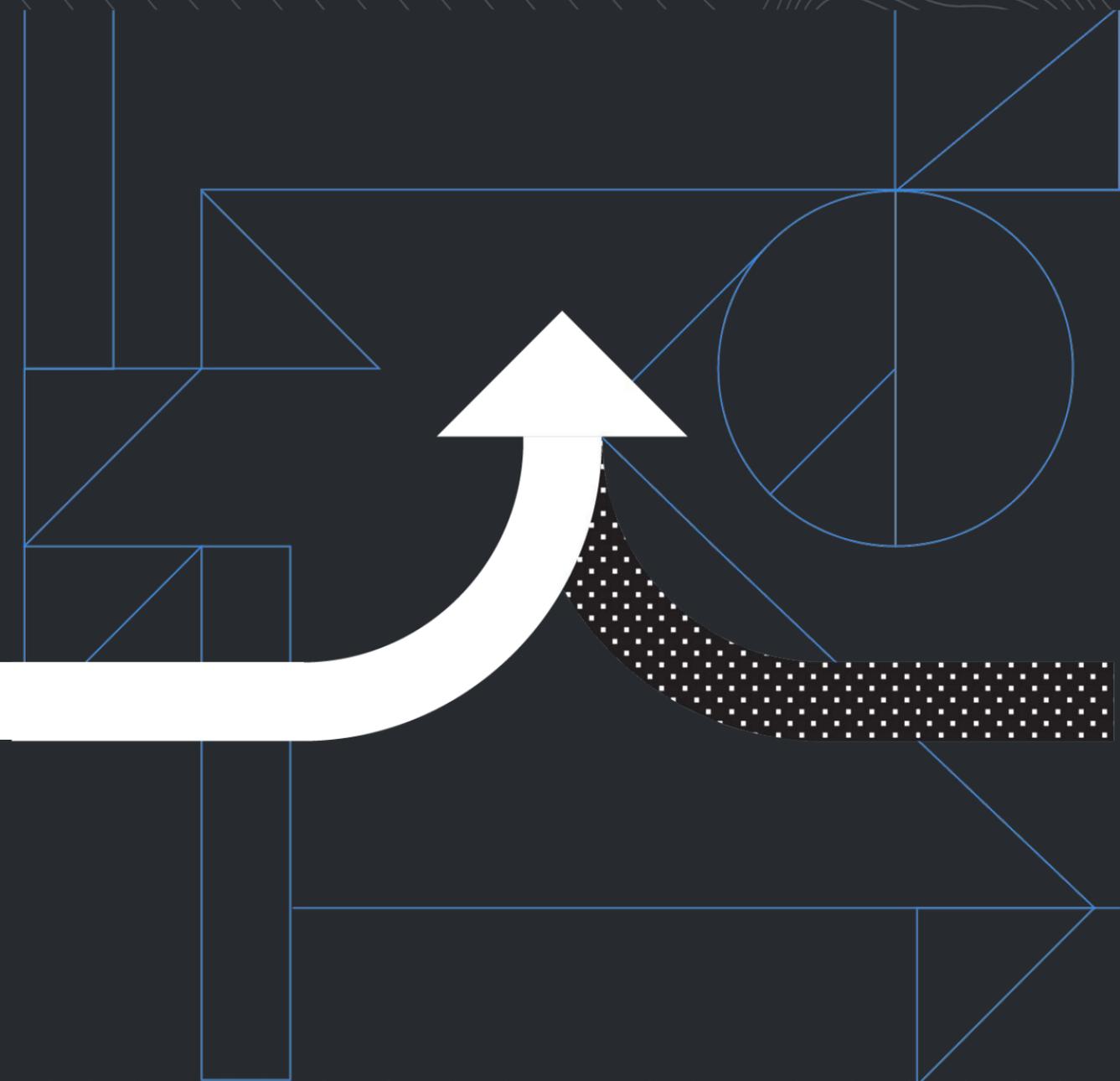
Design your new service packaging

Although identifying a new opportunity to help your clients' businesses grow is a large part of the battle, the real revenue opportunity lies in the implementation and management of your new solutions. There are many ways to craft an overall service package. Here are some ideas to drive both one-time and ongoing revenue.

- **Initial setup fees**, such as integration of a new software product or brand setup fees with a video production agency
- **Configuration of reporting** on your clients' new services, including creating a dashboard or portal for client data access
- **Training and educating your clients' employees** on using the new system or working the new lead source
- **Weekly, monthly, or quarterly status meetings** to review ROI and make sure your marketing is aligned with your clients' business goals
- **Ongoing management and iterative updates** to campaigns, tactics, and other executions
- **Support and service-level agreements (SLAs)** for when clients need your help

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Selling your
new services to clients



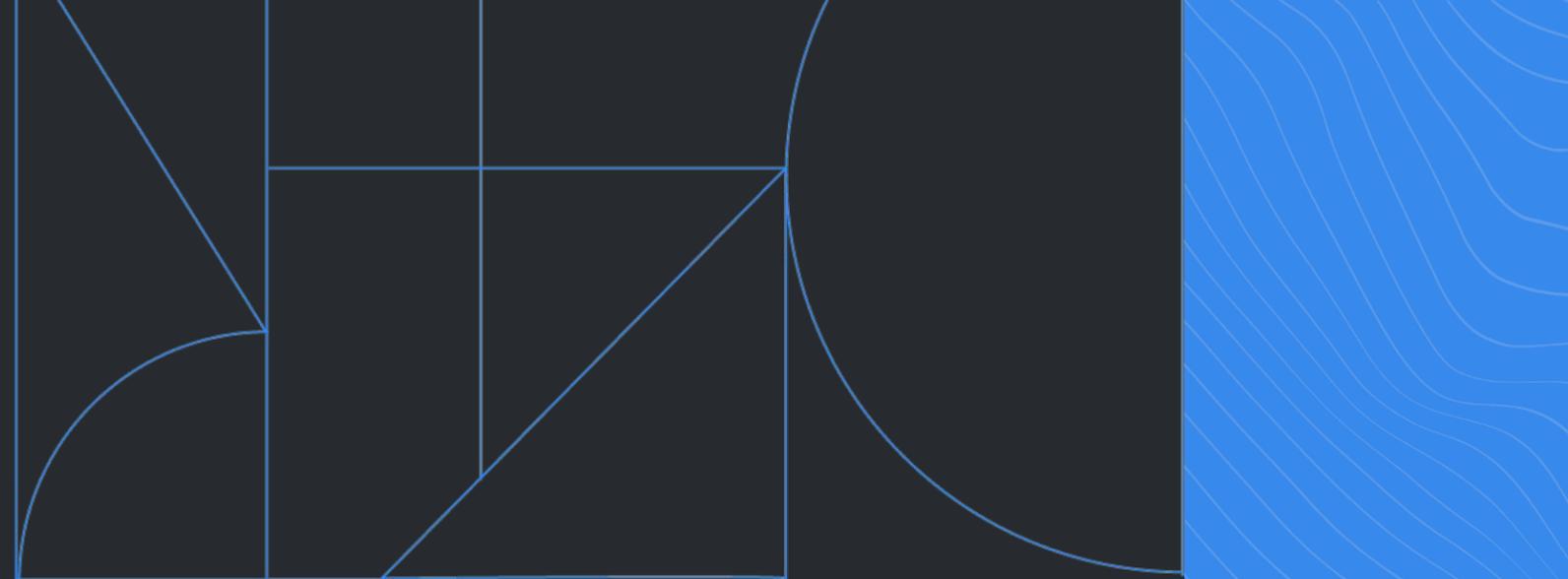
Create awareness for the marketing opportunity

Your clients already trust your agency's guidance. The next step is to create familiarity with the new offerings as a valuable component of their marketing strategy.

This familiarity can be developed gradually through your conversations with the client. As they hear you discuss new opportunities, they will hopefully respond with questions about the solutions and how they can create ROI or increase brand awareness.

Every client will react to new ideas in their own way. The ideal client will be open-minded and demonstrate a low resistance to new approaches. If you're just starting to incorporate new services into your agency's offerings, it's best to target clients who show a willingness to be creative and innovative.

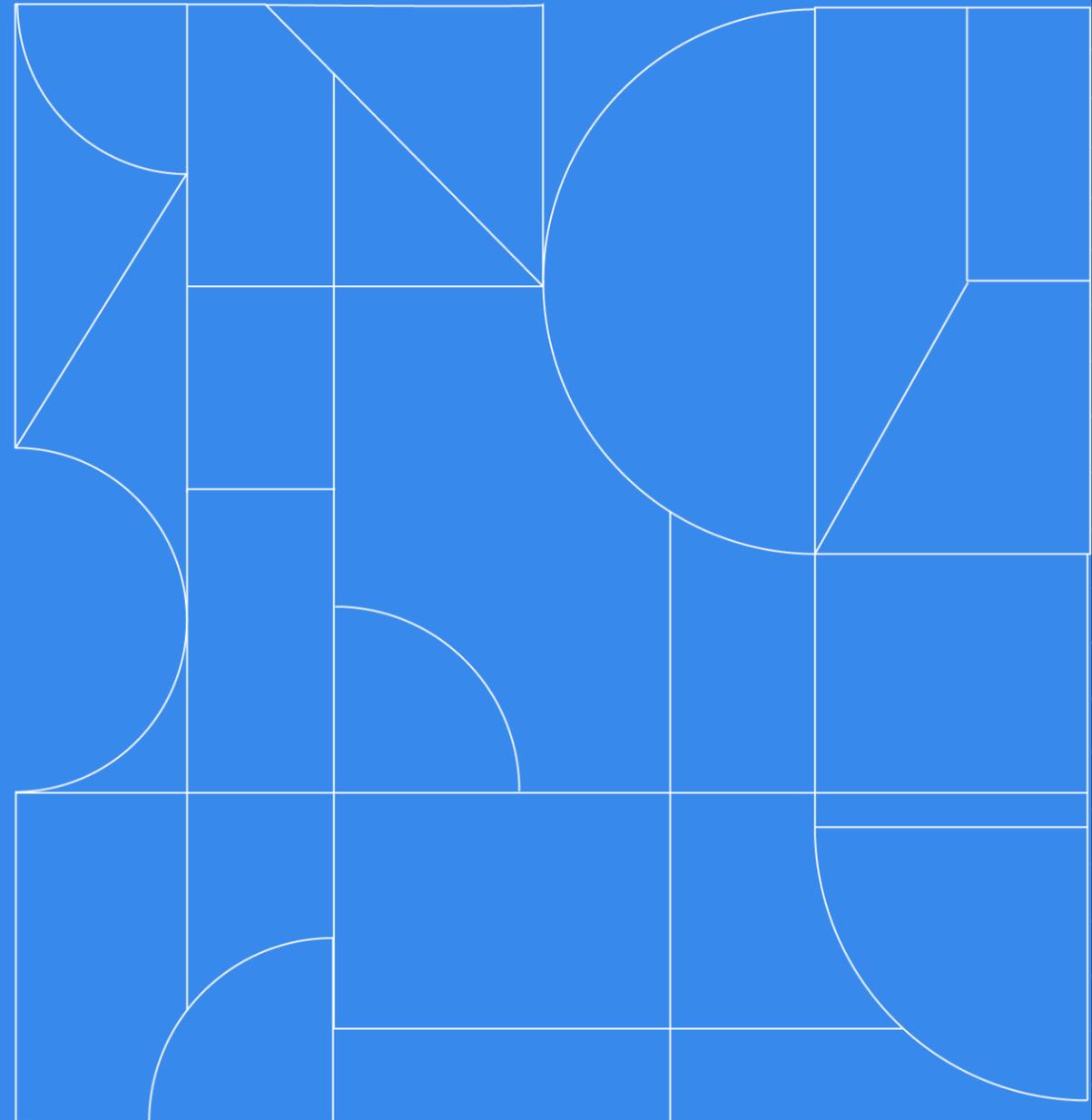
Once you've onboarded a few clients, you can refine your pitch to your remaining clients by using feedback from your early adopters or by turning their success stories into case studies.



Center the conversation around your client's concerns

Even eager clients will want to do their due diligence before committing to the time and cost of new tactics or services. As an agency, you should always connect your proposed marketing solutions to the business problems they solve.

For example, if your client's concerns mainly revolve around a lack of insight into lead data, or difficulty converting leads due to a disorganized or untrained staff, you'll want to tailor your proposal to alleviate these pain points — in this case, offering call tracking. Call tracking can provide the lead intelligence they need, particularly around traditional or out-of-home marketing campaigns, and makes collaboration a breeze among your team.



Budget constraints are often cited by clients whenever new expenses are proposed, so emphasize the value of your new services and how they might work synergistically with your client's other marketing campaigns to raise ROI or awareness across the board. An excellent reporting program can illustrate the value you're getting in return for your spending, and data-driven insights can help you prioritize resources and campaigns to push those earnings even higher.

Lastly, clients may have an inclination to resist change. You can counter this position by emphasizing the risk of waiting too long to embrace new marketing solutions. Every week that goes by without taking action on a new channel or tactic, your clients are sacrificing valuable leads or conversions they will never be able to recover. Meanwhile, the time-to-value of these solutions keeps getting pushed farther down the road, delaying the sales and marketing progress your clients need to achieve their growth goals.

As your clients stall on progress, they open the door for their competition to evolve their marketing and capture the value that your clients brushed to the side.

The cost of waiting is significant.

Your clients already trust your agency's guidance. The next step is to create familiarity with the new offerings as a valuable component of their marketing strategy.

Showcase the benefits of your new services through case studies

Your clients will have varying degrees of familiarity with your new services, but the methods themselves have driven proven results for other early adopters. Seek out case studies that demonstrate real-world value in your clients' specific business areas.

These case studies may come from your own clientele roster, but early on, you may need to collect examples from other businesses. Try to find examples that mirror your clients' industries, company sizes, and overall brand feeling.

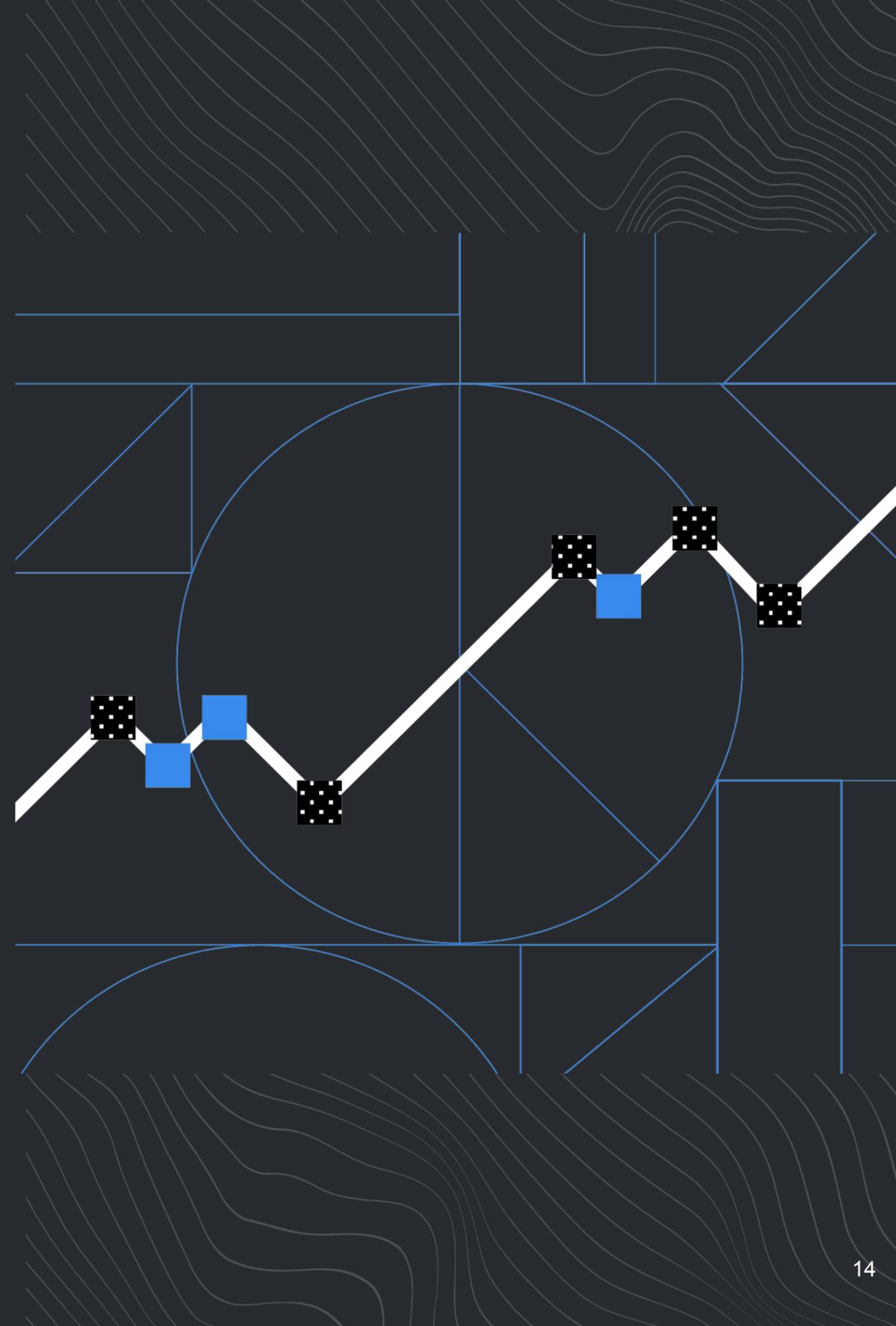
For example, if your client is a small pest control business and you're trying to pitch social media marketing, they might resonate with an example of another small home service business in their area — but they're unlikely to find a huge, national chain like Terminix to be a good example. Terminix's marketing budget and employee base are significantly larger than those of a small, local provider.

Explain how it integrates

One of the most important factors to consider when evaluating new solutions for your clients, outside of benefits and cost, is the ease of implementation. If a tool or tactic takes a while to implement for your client, it will also take longer to provide value and demonstrate ROI.

Being a true business partner to your clients means being fully transparent about the results of your marketing efforts. Therefore, you can pave the way for a new service by offering to integrate the data into your clients' existing analytics platform or lead management solution. This saves your client the trouble of dealing with another standalone solution and also enhances the current data sets they're using to sell to prospects or guide marketing decisions.

Generating revenue with partnerships



Co-market with your technology providers as an agency partner

Many of the top software platforms in the digital marketing world offer partner programs for their agency customers.

These programs can range from informal — as simple as a blog post exchange, or inviting one of your marketing experts to speak in a webinar, for example — to extremely robust, with multiple ways to generate not just awareness for your agency but also a share in subscription revenue.

At CallRail, the leading call tracking platform, Partner Program members receive marketing support that can include:

- Sales support, including from a CallRail Sales Engineer
- Guest blogging with backlinks (for your agency or your clients)
- Up to 20% revenue share from your clients' product subscriptions
- Speaking opportunities at webinars and in-person events
- Inclusion in the CallRail Agency Directory

Many other marketing platforms offer partnership programs as well, and it can be advantageous for your agency to partner with more than one platform. [Marketo](#), [Hubspot](#), [Google](#), [Mailchimp](#), and [Facebook](#) all offer opportunities for agencies using their technology, for example.

Sell software as a source of revenue

Many software providers offer reseller programs, sometimes also called affiliate programs. Unlike becoming an agency partner, becoming a reseller doesn't require you to actually use the software on behalf of your agency or your clients. Simply by recommending the software and shepherding the sale, you can earn a percentage of the fees.

If you're interested in software resales, look for software that would be a good fit for your clients or your wider professional network. Selling to your current network is significantly easier than trying to sell to a brand new audience.

It can also help to understand how much competition you have in reselling the product, whether there are up-front costs to joining the program, and of course, the compensation package you'll receive — whether it's based on a flat fee or a percentage, and how often it's paid out.

What's next?

You know how to create and sell new services for your agency, as well as the benefits of partnering with your technology vendors. Now there's only one thing left to do: the work!

One of the first steps you should take is to learn about the CallRail Agency Partner Program. With over 1,000 agency members, the Partner Program includes access to exclusive content, specialized sales support, and marketing resources that will help you retain more clients and expand your business.

You'll also gain access to CallRail's private agency community, where you can share tips and insights among fellow partners, ensuring your agency stays on the cutting edge of marketing innovation.

No matter what path you choose,
it's easy to get started.

[Apply to become a CallRail Partner today.](#) →