

Standing Out From The Crowd

Competition for agencies is getting stiffer. There are 5,585 digital advertising businesses in the U.S. in 2021, a 13.1% increase from 2020. If you want to continue to grow and acquire clients, you need to stand out from the crowd. Here are five ways to set yourself apart!

Build a captivating brand.

The quickest way to develop a brand is to look at your team. Focus on their strengths and talents, and what makes them special. Your team and culture will often be the deciding factor when a client is choosing between you and another agency.

Understand your differentiating factors.

Specialization is what you do, differentiation is how you do it.

Nail down your service offerings. Focus on services that you and your team enjoy, and services that drive the greatest revenue and results. Don't be afraid to specialize. Partnering with like-minded agencies can be a great way to get and give referral business when someone needs services you don't offer.

Look at your competitors - who do you often go head to head against? Who do you win business from, and who consistently beats you out? Identify what makes you different from your competition.

Target the right clients.

Client relationships are the lifeblood of your agency, making finding clients that are the right for your agency important. When you do great work, these clients go on to refer others to your business and boost your agency's reputation. The inverse is true when they're not. To that end, consider evaluating your clients on a regular basis. Who are the clients that you love working with? Where did they come from? What services are they buying from you? Don't be afraid to fire clients that aren't the right fit for your business.

Use MarTech Partnerships as a differentiating factor.

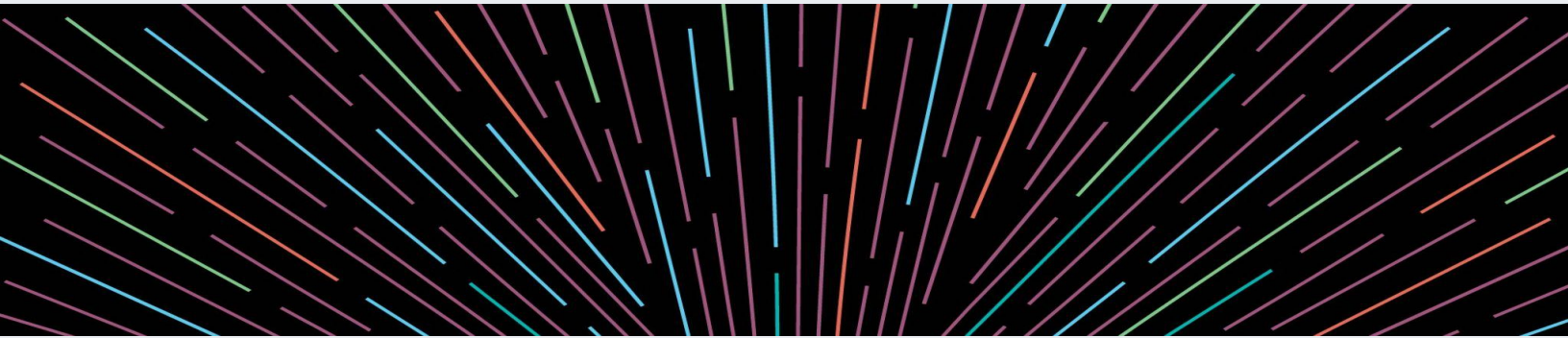
Expand your reach by exploring partnerships with the tech tools you already know and love to be included in exclusive co-marketing and referral opportunities. In turn, these partnerships can expand your reach and help with client attraction and retention.

Share success stories.

Sharing customer stories is a great way to continue attracting the right kind of clients while showcasing the great work your agency produces. A great place to start is to create a culture of celebration. Encourage your team to share stories by using a slack channel or weekly standup to highlight wins both internally and externally. These stories are full of potential to share on social or as website

content, so think about how you can create shareable content that turns your clients into your biggest advocates.

Another avenue to consider is awards. Clients will enjoy the added visibility while you get to expand your brand's reach— a win win for all parties.



Ready to
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