

Considerations of Choosing a [BLANK]

Marketing Agency



Marketing Executive [MEET] Agency Creative

STATS



**MIKE
PARADISO**

- Cross-Functional Marketing Executive
- 25+ years on client side, 5 years at agencies
- All areas of marketing from brand to demand
- INDUSTRIES: Technology, Software, Professional Services, Financial Services
- Trusted Advisor, Data Driven, Elicit Emotion, Ask Why?
- SUPERPOWER: Remaining the calmest person in the room

STATS



**NICK
CHIECHI**

- Owner & Creative Director – CS Designworks
- 28th Year in Business, 6 yrs agency side
- Boutique full-service B2B agency
- INDUSTRIES: Commercial Real Estate, Finance, Technology, Private Equity, Commercial Services
- DELIVERING: Corporate Communications, Branding, Web, Digital Marketing, Swag
- SUPERPOWER: DESIGN THINKER

So Many Agency [TYPES] ...Yikes!



Which is the Right Door?

A Look Inside – Marketing [ROLES]



IN-HOUSE

CMO

MTG DIRECTOR

PRODUCT MKTG

PR

CREATIVE DIR.

GRAPHIC DSR.

CONTENT

**EVENT
PLANNER**

DIGITAL

WEB MGMT

**MEDIA
PLANNER**

RESEARCH

AGENCY

ACCT MGR.

CREATIVE DIR.

COPYWRITER

ART DIR.

**GRAPHIC
DESIGNER**

PROJECT MGR

AD TEAM

SOCIAL

DIGITAL

WEB DEV

**MEDIA
PLANNER**

SEO

Is Bigger Really **[BETTER]** ?



A man with short dark hair, wearing gold-rimmed aviator sunglasses and a light blue Versace shirt with a white polka dot pattern and the word 'VERSACE' repeated in yellow. He is looking slightly to the right. The background is a blurred city skyline with tall buildings under a clear blue sky.

So what is your [SITUATION]?

How to Choose the Right Agency?

How do you find the **[BEST]** Anything?

YOUR SITUATION

EDUCATION

REFERRALS/REVIEWS

VET

TEST



What are my **[NEEDS]** ?

IN-HOUSE

NEEDS ASSESSMENT

**ASSESS CURRENT
RESOURCES**

PROJECT TYPE

RELATIONSHIP

**INDUSTRY
EXPERTISE**

**WHO'S WORKING
ON MY PROJECT?**

AGENCY

**CAPABILITIES
ALIGNMENT**

**DEFINE PERFECT
CLIENT**

EXPECTATIONS

HONESTY

**VALUE YOUR
SKILLS**

**PERSONA
ALIGNMENT**



Where to find the **[RIGHT]** Agency/Client?

#1 REFERRALS

ONLINE SEARCH

INDUSTRY EVENTS

NETWORKING

REVIEWS

SOCIAL MEDIA

WEBSITE



Tips on working **[TOGETHER]**

DEFINE SCOPE OF WORK

CONCISE CREATIVE BRIEF

MEET WITH TEAM

BUDGET FINALIZATION

TIMELINE DEFINITION

MUTUAL RESPECT

OPEN COMMUNICATION / TRUST



Client and Agency [RED FLAGS]



IN-HOUSE

OVER PROMISE

**WHO'S WORKING
ON MY PROJECT**

**MISSED
DEADLINES**

EXCUSE-ITIS

EGO-ITIS

CLIENT

INDECISIVE

**UNREASONABLE
EXPECTATIONS**

**WHO'S MAKING
DECISIONS**

PROJECT CREEP

**EXCESSIVE
REVISIONS**

MIKE PARADISO

MICHAEL.PARADISO99@GMAIL.COM

**PHONE:
516-641-6453**

**LINKEDIN:
LINKEDIN.COM/IN/MICHAEL-PARADISO/**

NICK CHIECHI

NICK@CSDESIGNWORKS.COM

**WEB:
CSDESIGNWORKS.COM**

**PHONE:
212-679-1212**

**LINKEDIN:
LINKEDIN.COM/IN/NICKCHIECHI/**



"That's all Folks!"

TM & © 1993 Warner Bros. All Rights Reserved