



Process :: Does your agency have one?

Referring to our January 2007 newsletter topic, choosing an agency, process is one of the most important factors to consider when choosing a marketing firm to work with.

Why?

Process makes work specific and disciplined. You should be working with a firm that specializes in marketing for your industry. Beyond that, they should have a process that takes into consideration the subtleties of that industry in a way that a blanket approach cannot.

Process makes work less accidental. Who's to say that the mind-blowing case study your agency just presented wasn't just a one-hit-wonder? A strategic process ensures that success can be repeatable.

Process makes work more efficient. Don't confuse "efficient" with "cheap". Chances are you're actually going to pay more to work with an agency that has a defined process within your industry niche because they will hold a level of expertise that only refined experience can bring. However, their work will be more efficient; spending less time on the fringe and more on the nuts and bolts of your project.

But doesn't process squelch creativity? No. Process actually allows creativity to be much more effective. Imagine a free flow of water, with no direction, it is much less powerful. However, when directed, a small trickle of water can suddenly have great power.

So what makes a good process?

Step 1 :: Diagnosis

Every process should include a phase of discovery, research and ultimately problem identification. While you, the client, might think you know what your marketing problem is, many times an astute agency during this first phase, will uncover the deeper root of your marketing problem while you may have only been identifying a symptom. If not diagnosed correctly, no marketing solution will ever be successful.

Step 2 :: Prescription

So we know what the problem is, now what's the solution? This is where working with a specialized agency will really pay off. They will know what works and what doesn't for your problem and industry.

Step 3 :: Application

Apply the prescribed solution – and follow the directions! Many times clients take what they want from the recommendations made and leave the rest as optional. Any good marketing firm will strongly advise against this. Just as a prescription from your doctor should be followed to the "T", so should your recommendations from your marketing firm.

Step 4 :: Re-application

Every good process should have a point where progress and success is evaluated. Perhaps circumstances or situations have changed since your initial prescription and adjustments need to be made. Refinement should always be a part of an on-going agency process.

In summary, a strategic process, or lack thereof, employed by your marketing firm can be the element that ensures success or failure. Your marketing dollars are too precious to waste on “shoot from the hip” strategy.

Fresh Creative is a communications and design firm that specializes in marketing real estate development and hospitality properties. We use strategic process and experience to develop comprehensive solutions that create distinctive impressions.

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