

4 Ways Companies Should Expect Modern Agencies to Behave

with Nicholas Lord, Founder and CEO of NOCAP Sports



- Get appropriately compensated for exclusivity.
 - Strong foundations are the foundation of any good business interactions and this is no different for agency/client relationships. As part of this, the agency should be looking to understand the team you have in place, what their abilities are, what their roles are and where the outages are.
 - Too often in our experience, the agency wants to jump into the work of the work. Which means that you are not going to get the benefit of agency helping your team understand the role of branding and marketing or the ways in which to evaluate and execute it. It is no secret that agencies historically make their money by keeping their work a bit of a "black box" for their clients. But the age of that has expired with the manifestation of so many tools at the hands of anyone related to brand/design/marketing.
 - What does this look like?
 - Questions around who is on the team, level of experience, background and skills
 - Conversations around what the agency can assist with OUTSIDE of the doing of the work
 - Best use of time and money on both sides
- They train you to build your capability.
 - A good agency will come in looking to "fill gaps" and be an extended part of your team while also looking for opportunities to "train up" your team so that the work continues to become more sophisticated and strategic over time.
 - The relationship should be led from the POV that teams can be "trained up" to be better marketers and branders. Should be looking to up the next level of sophistication in this regard.
 - Agency should be able to identify places where things are lacking/going well and how to address both.
- They provide a tiered way of approaching the work.
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- They believe the best work comes from collaboration.
 - A brand will