



Latest Episode

The Challenges Facing Today's Creative Agencies and What to Do about Them



Insight of The Week

The "we can do it all" mentality permeates agencies and the execution falls flat

One of the ways agencies have tried to compensate is the old "say we do it and go figure it out when we get back to the office". Which did work for a while. Until it didn't. There are no agencies out there that can truly "do it all" in house for a variety of reasons:

- digital changes and moves too fast to know every channel
- becoming an agnostic expert is not a thing - you become good at wix/wordpress/etc and recommend that
- there are too many options and not enough generalists that can come up with the big ideas and have teams execute (why models like ours work better - bring in each expert as needed when needed)

WHAT TO DO: Lead with brand strategy - once you secure that work, you unlock the keys to the trust in the relationships to advise on the rest.

Bring in partners! Focus on what you do well and bring in partners to help with the things you don't do so well, but give them credit! No white-listing.



ForthRight women. THE cohort

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We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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