Top Ten Ways to Scale your Digital Agency Business and Help More Clients

Reimagine technology to accelerate your business

ciber®

An HTC Global Company

10 Focus on the core value you provide for clients.

As keepers of the creative flame, uphold and amplify your client's brand(s). Keep buyer journeys alive. Help clients realize the lifetime value of their customers.

9 Roll up your sleeves and work with colleagues for more efficient work flows.

Traditional sales roles don't add more value here. When creative experts are elbow to elbow (at least virtually) with Marketing Technology partners, they can efficiently manage delivery as a cohesive unit.

8 Be hands-on.

Compete with mega-agencies by positioning and supplementing your personal touch with the scalability of an implementation partner. Closed-loop marketing and customer engagement is not a machine; it's a living breathing organism. You are right-sized to partner with many clients, and we are able to scale as needed.

7 Mind the details.

A request for proposal (RFP) process is not discovery. Too often clients mistake the RFP process for the discovery phase. The cost, schedule and impact of projects are dependent on details that are revealed during effective collaboration with a trusted technical partner.

6 Mine your customer data effectively.

Have a data management plan. Know where the data comes from and how to measure it. Integrate marketing automation, content management and your customer relationship management systems, and centralize reporting dashboards for real-time performance management.

5 **Compliance matters.**

Compliance and regulatory requirements such as Web Content Accessibility Guidelines (WCAG) and General Data Protection Regulation (GDPR) are part of technical design and strategy that include more than color contrast, font size, and website location. It's on you, but you don't have to go it alone.

4 **Bring strategic partners in early.**

You're the creative experts, but the right Marketing Technology partner (us) can support and enable Marketing and IT objectives with collaboration at the inception of an idea.

3 *Componentize* **marketing campaign elements.**

This is an essential step to modularizing campaigns, tweaking what's working and what's not as campaigns are versioned and rolled out, and it speeds the campaign generation process.

2 **Go fast.**

Your marketing clients didn't decide to work with an agency because it takes longer. Their IT departments may not understand the need for urgency based on what the customer wants now, but you do. Your Marketing Technology go-to-market partner enables speed by applying processes and accelerators gleaned through decades of working with both Marketing and IT.

1 **Partner with a Marketing Technology expert who's been there.**

Ciber has worked side by side with CMOs and marketing teams, IT departments, digital agencies and third party partners for decades. We're the ones who make it possible for you to do what you do at whatever scale you need to do it, and to help more clients in the process.

Are you ready to talk?

Schedule a 15-minute call to discuss your needs and the right Marketing Technology Services partner for your agency.

Ciber's Marketing Technology Services deliver digital marketing solutions via multiple platforms for enterprise-level sophistication.

- Marketing Platform Technical Implementation and Integration – single and multiple CMS installations including Sitecore, Teamsite, Drupal, WordPress, EpiServer, Kentico
- Managed Services – ranging from staffing through full project teams
- Website Architecture, Implementation Services – with hundreds of client global, mobile, multilingual websites built from the ground up

Ciber's Marketing Technology Services practice includes expert digital marketing technical teams who have deep implementation, integration, and managed services experience, including:

- Delivery and Project Managers
- Technical Architects
- Business Analysts
- Front- and Back-end Developers
- Quality Analysts

Choose a Marketing Technology Services leader

Ciber's Marketing Technology Services team upholds marketing creativity. We've bridged the gap between IT and marketing teams and fostered strong collaboration with clients, agencies, and other third-party partners. Our services include project management, business and technical analysis, architecture and code development, testing, and post-production maintenance and support. With more than two decades of executing based on marketing goals, best practices and the latest industry standards, we bring proficiency, maturity and expertise which exceeds our competition.

About Ciber

Ciber is a consulting, outsourcing and business solutions integration provider with offices across North America and India. For more than 45 years, Ciber has served clients by delivering expertise, IT services, and solutions that transform organizations and provide tangible business value. Ciber's strength is now enhanced by its parent company, HTC Global, a growing technology innovation and execution leader. HTC Global helps clients reimagine technology to accelerate their business.

3270 West Big Beaver Road | Troy MI 48084 | Toll Free: (248) 530-2525

HTC global services | CareTech An HTC Global Company | ciber® An HTC Global Company

www.htcinc.com
www.caretech.com
www.ciber.com