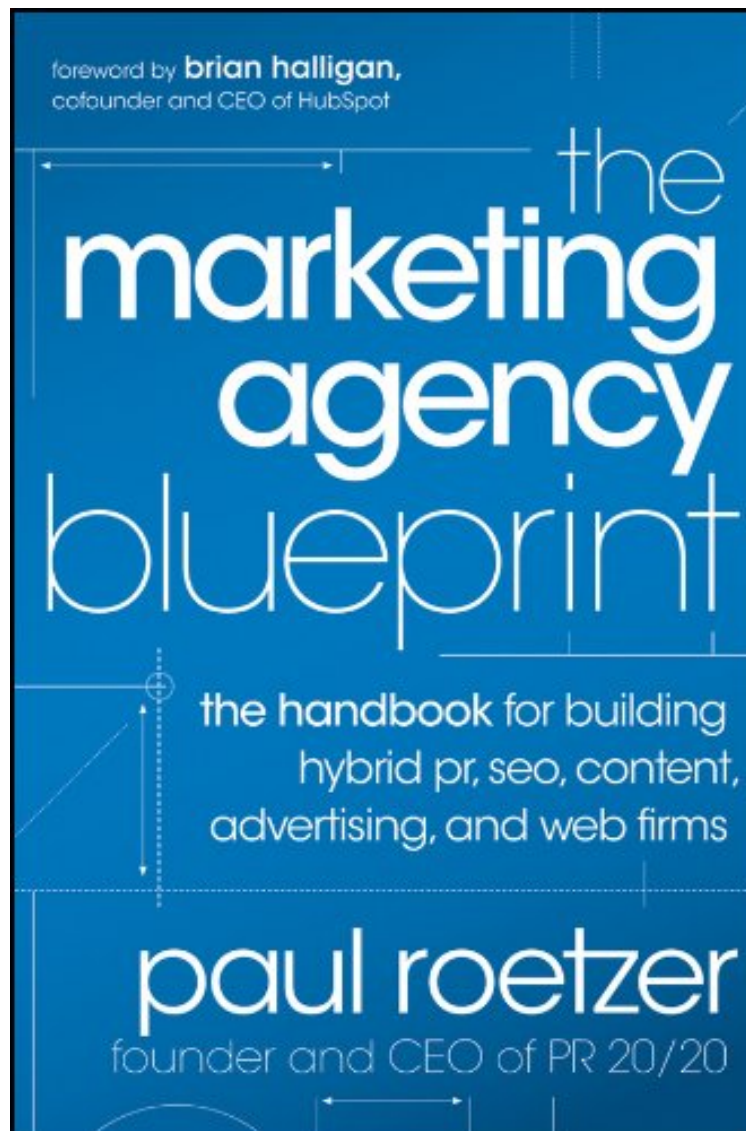


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## The Marketing Agency Blueprint: The Handbook for Building Hybrid PR, SEO, Content, Advertising, and Web Firms

*Paul Roetzer*

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**Paul Roetzer : The Marketing Agency Blueprint: The Handbook for Building Hybrid PR, SEO, Content, Advertising, and Web Firms** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Marketing Agency Blueprint: The Handbook for Building Hybrid PR, SEO, Content, Advertising, and Web Firms:

0 of 0 people found the following review helpful. Not what I was expectingBy Chris MooreGood book for someone

who is needing a blueprint or overall big picture look at owning or running a digital marketing agency. I was looking for much more how-to's or proprietary systems for running a successful agency. I didn't find what I was looking for. 3 of 4 people found the following review helpful. Good but not really a blueprint. By Carlos Says So I purchased this book blindly because a colleague of mine suggested to read it and the price point seemed reasonable. Although informative it's really not a "Blueprint". It's more of a guide. Being in the industry now for more than 15 years I can say that it does contain lots of good information to consider IF you're starting out. If you already operate a marketing agency, the important section on lead generation is a bit weak. I would've liked to have seen more tangible examples and a thorough case study of how to create one. Also, many have said it here but HubSpot is mentioned more often than not and there are many more options out there for CRM's for varying stages for your business. 0 of 0 people found the following review helpful. Adequate By KBW The book was good. Not great. It's pretty much just a how to find new business leads kind of book

Build a disruptive marketing agency for the modern age The marketing services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be engrained into the DNA and blended with traditional methods for integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients This is the future of the marketing services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation.

From the Inside Flap The marketing-services industry is on the cusp of a truly transformational period. The old guard, rooted in tradition and resistant to change, will fall and new leaders will emerge. Hybrid marketing agencies that are more nimble, tech savvy, and collaborative will redefine the industry. Digital services will be ingrained into the DNA of every agency and blended with traditional methods to execute integrated campaigns. The depth, versatility, and drive of their talent will be the cornerstones of organizations that pursue a higher purpose. The Marketing Agency Blueprint is a practical and candid guide that presents 10 rules for building such a hybrid agency. The new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services, consulting, training, education, publishing, and software sales. It will use efficiency and productivity, not billable hours, as the essential drivers of profitability. Its value and success will be measured by outcomes, not outputs. Its strength and stability will depend on a willingness to be in a perpetual state of change, and an ability to execute and adapt faster than competitors. The Marketing Agency Blueprint demonstrates how to: Generate more qualified leads, win clients with set pricing and service packages, and secure more long-term retainers Create diverse and recurring revenue streams Develop highly efficient management systems and more effective account teams Deliver greater results and value to clients, and win their loyalty This is the future of the marketing-services industry. A future defined and led by underdogs and innovators. You have the opportunity to be at the forefront of the transformation. From the Back Cover praise for the marketing agency blueprint "It's time for a new type of agency, one built to take advantage of the communications revolution, one that helps companies get in front of buyers when they are ready and eager to engage. In his engaging The Marketing Agency Blueprint, Paul Roetzer shows you how to transform your firm to thrive in the real-time world we live in today." —David Meerman Scott, bestselling author of The New Rules of Marketing PR "The Marketing Agency Blueprint is a practical, insider's guide that should be required reading for anyone building the next-generation marketing services firm." —Dharmesh Shah, cofounder and CTO, HubSpot "The Marketing Agency Blueprint is a must-read for any group or individual providing marketing services to clients." —Joe Pulizzi, founder, Content Marketing Institute "Inbound marketing ranks among the most powerful, quiet trends of the last decade. Paul has experienced this change firsthand and writes eloquently and actionably on how marketers and businesses of all stripes can earn amazing returns by investing in the channels of search, social, and content." —Rand Fishkin, CEO, SEOmoz "If your goal is not just to survive, but to thrive and gain a competitive advantage in the midst of new media realities, this may just become your new marketing bible." —Dustin S. Klein, publisher and executive editor, Smart Business Magazine and Events; coauthor and contributing editor, The Benevolent Dictator "What Roetzer presents in The Marketing Agency Blueprint is the future of the marketing services industry." —Kenneth Paine, a PR 20/20 client, CEO, Industrial Heat Sources and Hy-Tech Products "Roetzer champions

marketing as an evolving discipline where value creation is the basis of success. His book is a seminal view of how marketing services can and will be delivered in the future. It is a must-read for the next generation of marketing professionals—and the customers they serve."—Gary Christy, a PR 20/20 client, Brand Leader, Westfield Insurance

About the Author PAUL ROETZER is the founder and CEO of PR 20/20, a Cleveland-based marketing agency specializing in public relations, content marketing, social media, and search marketing. Roetzer was featured in *Inbound Marketing* (Wiley), in which authors Brian Halligan and Dharmesh Shah describe how he transformed PR 20/20 into one of the fastest growing marketing agencies in the country. *Smart Business* named him an Innovation in Business Rising Star. He also wrote the popular ebook *How to Build Your Inbound Marketing GamePlan*, which is available for download at [www.PR2020.com](http://www.PR2020.com).