



WHAT DO 7 OUT OF 10 CATS PREFER?

Marketing as Sales Engagement (MASE) is the cat's whiskers when it comes to prospecting strategies.

It correlates with increases in agency marketing in both people and budgets over the last 5 years. No agency can afford to rely solely upon it as their route to market and the necessity of a longer term, strategic approach requires a balance with other short- and medium-term ways, to fill the new business pipeline. Each agency should have its own prospecting mix to suit its strengths and needs. These in turn should be embedded within the agency's new business machine.

We're currently meeting agency leaders like you, to talk about how their new business performance stacks up vs. the UK market and how to drive better results through their new business machines.

KEY FINDINGS FROM OUR LATEST JFDI/OPINIUM NEW BUSINESS BAROMETER

FILLING PIPELINES

Large agency revenue targets rebounded by 116% to £6.39m; medium agency's rose slightly by 5% to £2.14m; and small agency's fell for the second year by 22% to £839k

Large agency marketing spend up 55% to £287k; medium agency down 36% to £107k and small agency up 25% to £63k

70% of agencies use marketing as a sales engagement tool; 57% management network connections; 41% form alliances and partnerships; 29% ask clients for referrals

All agencies more likely to focus on filling pipelines - large: 50%; medium: 69%; small: 61%

Average number of opportunities actively pursued: large agencies x 46 down 16%; medium x 32 down 13%; and small x 26 up 2%

Average total value of opportunities actively pursued: large: £9.14m down 3%; medium: £4.37m up 10%; small: £1.19m down 5%



Any questions you think we could help answer? Find us at mark@jfdi.uk.com or camilla@jfdi.uk.com. If you'd like to join our Agency CEO 'Curiosity Club' for regular peer-to-peer meet ups and dinners, then please let us know. Curious and ambitious minds always welcome.