

LIVE WEBINAR

State of the Digital Marketing Agency in 2023





We are LocaliQ.

A fully-integrated growth marketing platform that combines innovative technology and unparalleled expertise to equip any business to prosper.

How exactly do we help agencies prosper?

we make it easy for you to offer digital marketing solutions to your clients, so you can focus on what you do best.

Improve operational efficiency

Be more profitable. Our solutions and deep media experience can help you avoid paying for technology costs, infrastructure, operating expenses, hiring, and more.

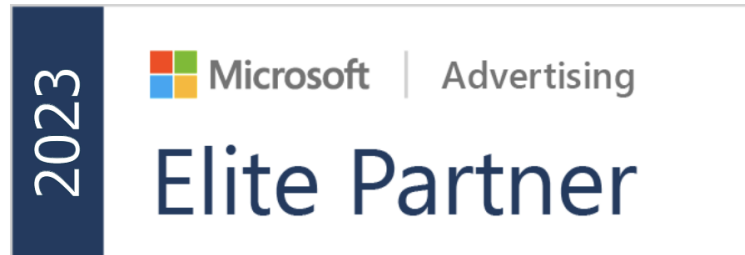
Get the expertise & technology you need

Unparalleled support from a specialized team who understands your business. Our platform uses historical intel and customer insights to continually optimize your performance.

Access comprehensive reports

Take advantage of seamless, ready-to-share reporting that allows you to view all your marketing performance in one place. See how all your marketing efforts are working together to drive results.

LocaliQ is a Premier Partner



Granted to digital businesses that

- ➔ Maximize campaign success for customers.
- ➔ Demonstrate platform skills and expertise.
- ➔ Meet requirements in spend, certification, performance, client growth & retention, product diversification, and more.

Meet today's webinar host

Susie Marino

➔ Senior Content Marketing Specialist



➔ Former Digital Marketing Consultant



➔ Based in Boston



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[@SusieMarinoPPC](#)





Meet today's webinar speaker

Peter Aragon

- Vice President, Sales & Agencies
- 20+ years as a senior digital sales leader
- Expertise: Digital media strategy, emerging digital solutions and scale and growth for agencies and local businesses

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Agenda

01 The 10 biggest takeaways

02 Impact and application
Q&A

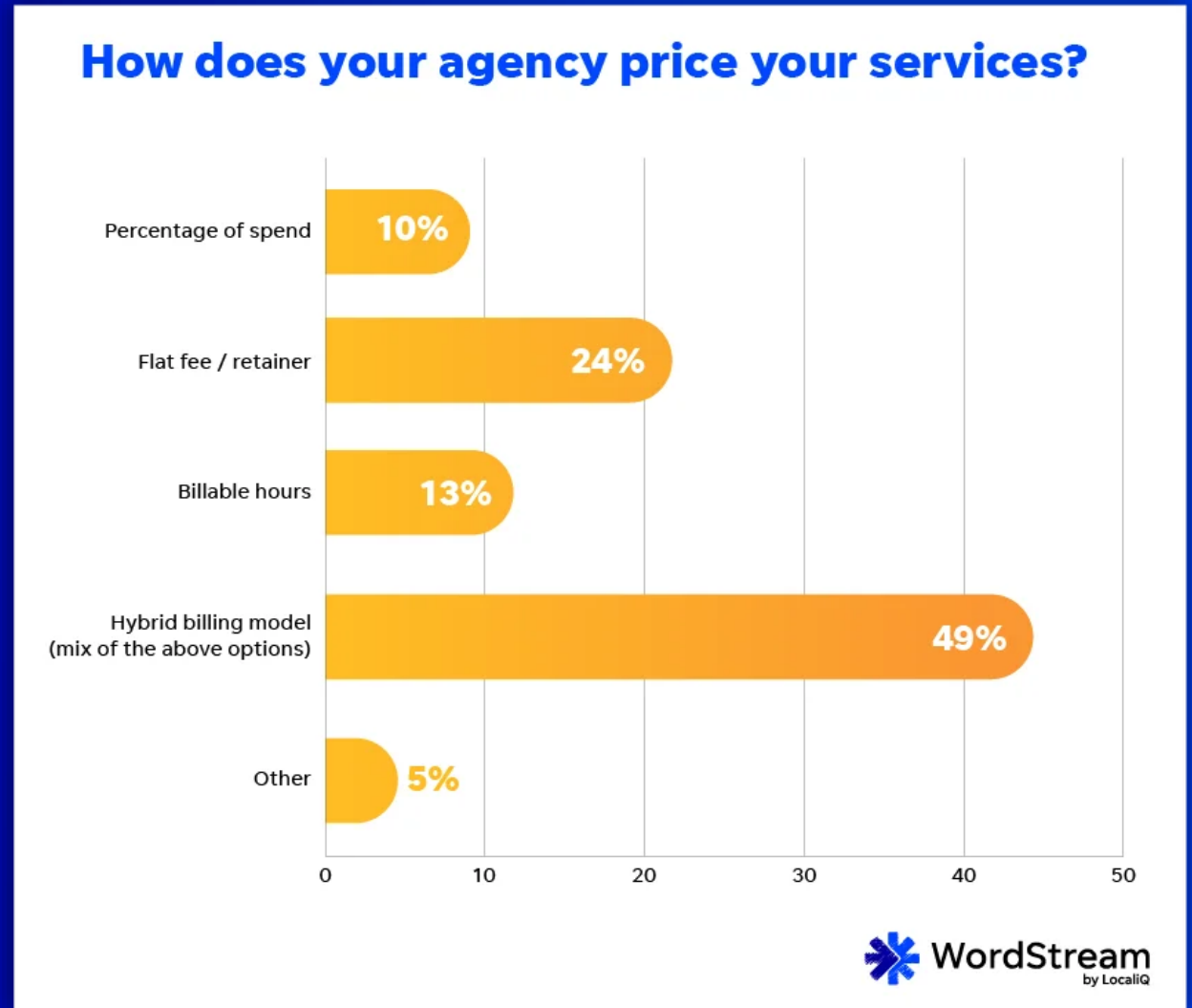
03 Thought Starters
Q&A

It's back

- ➔ 300+ agencies surveyed
- ➔ Across the US and Canada
- ➔ From sole practitioners to large-scale agencies
- ➔ 30+ pages of competitive data



1. More agencies are pricing using a hybrid model

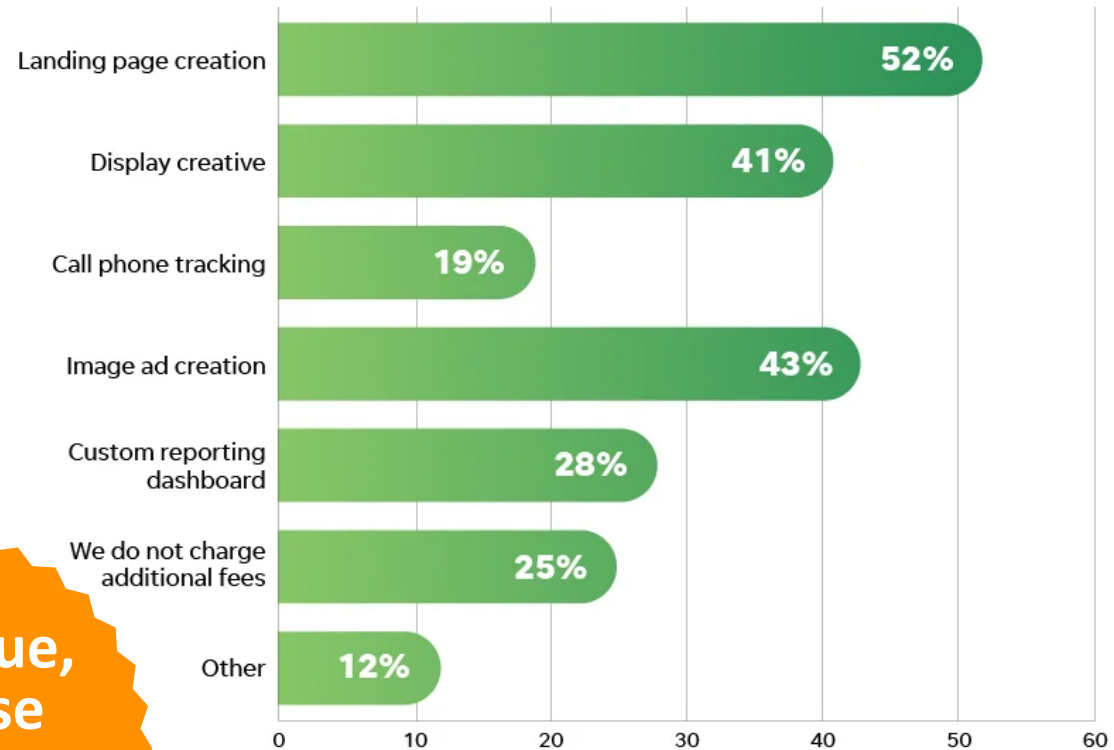




2. Agencies are charging extra fees for creative services

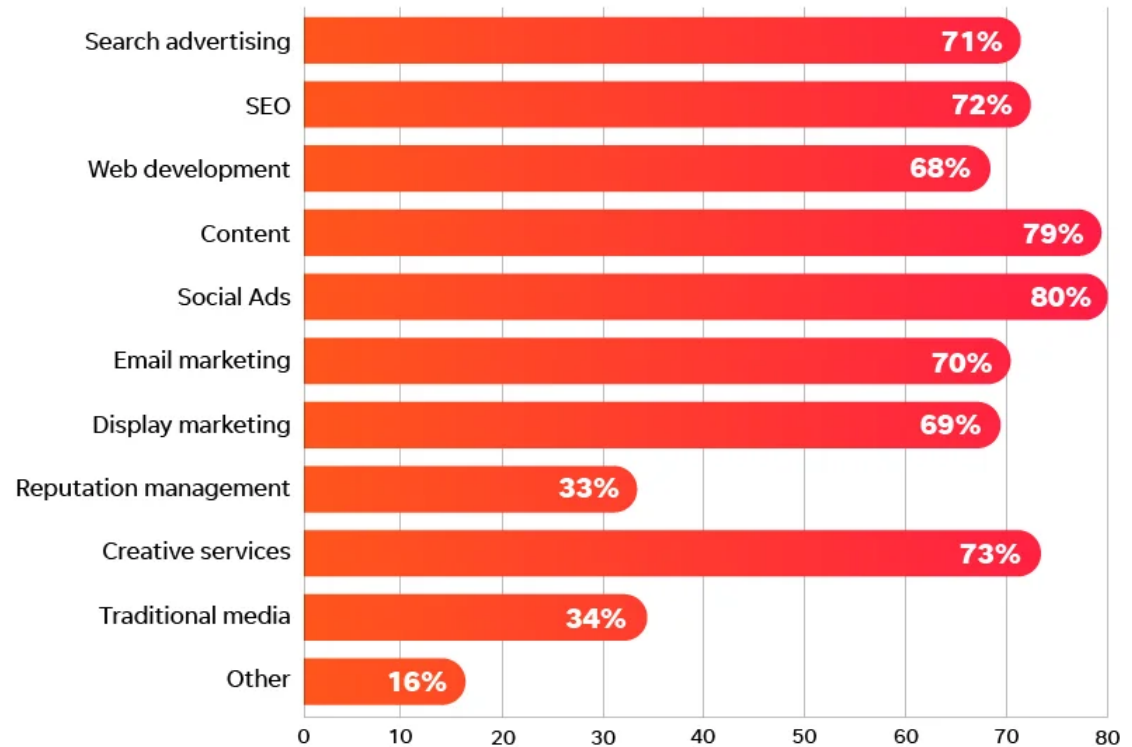


Does your agency charge additional fees for any of the following?



3. Social ads is the most widely offered service by these agencies

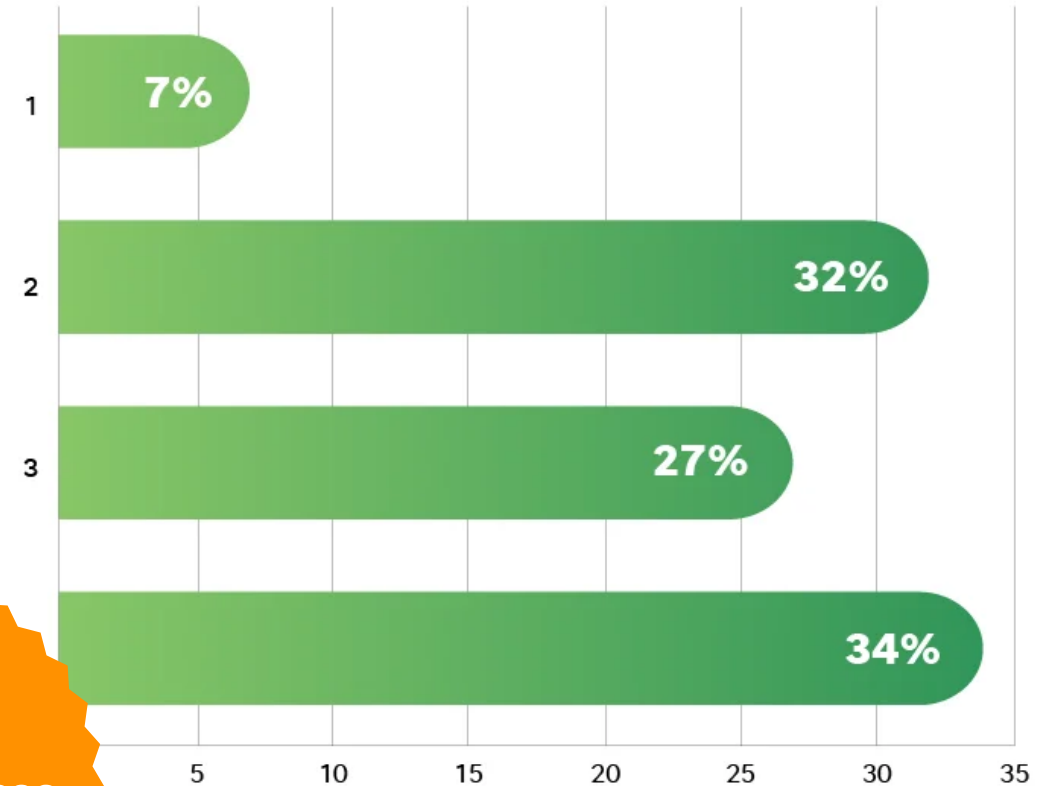
Which of the following services does your agency offer?





4. Most clients run multiple services with one agency

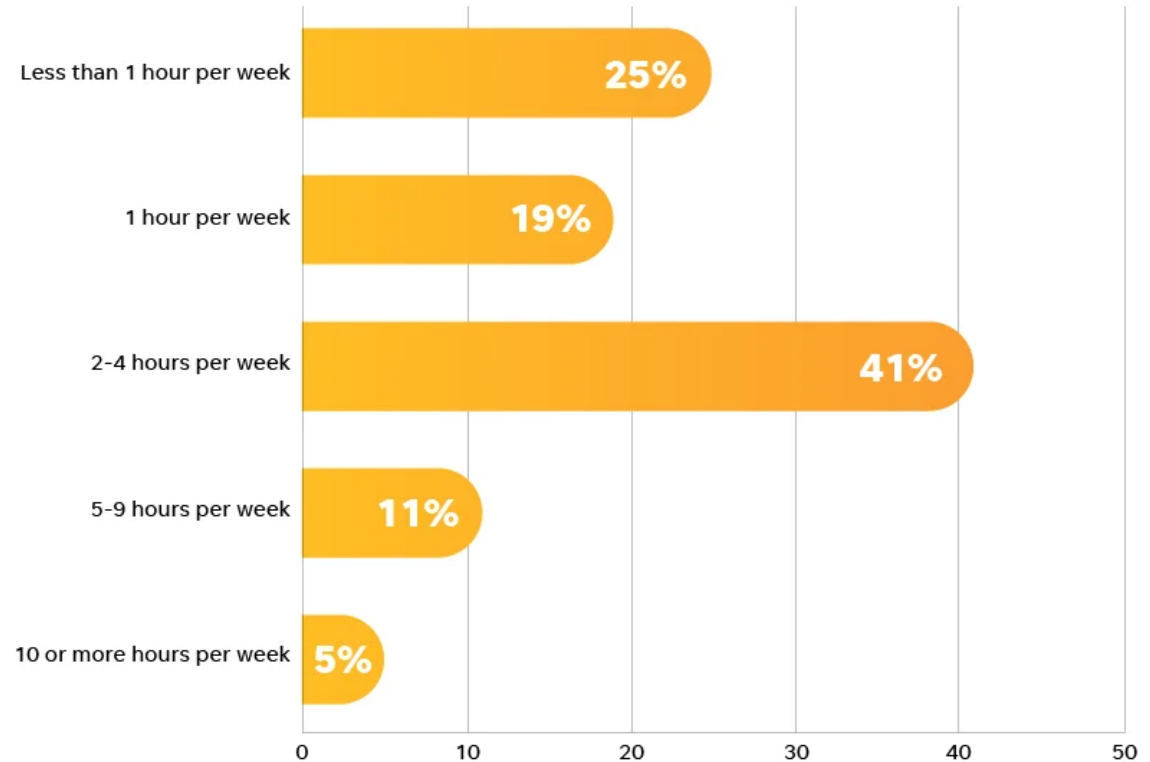
On average, how many products/services are your clients running with you?



93%
run 2+ services
per client

5. Agencies are spending a lot of time managing paid search for their clients

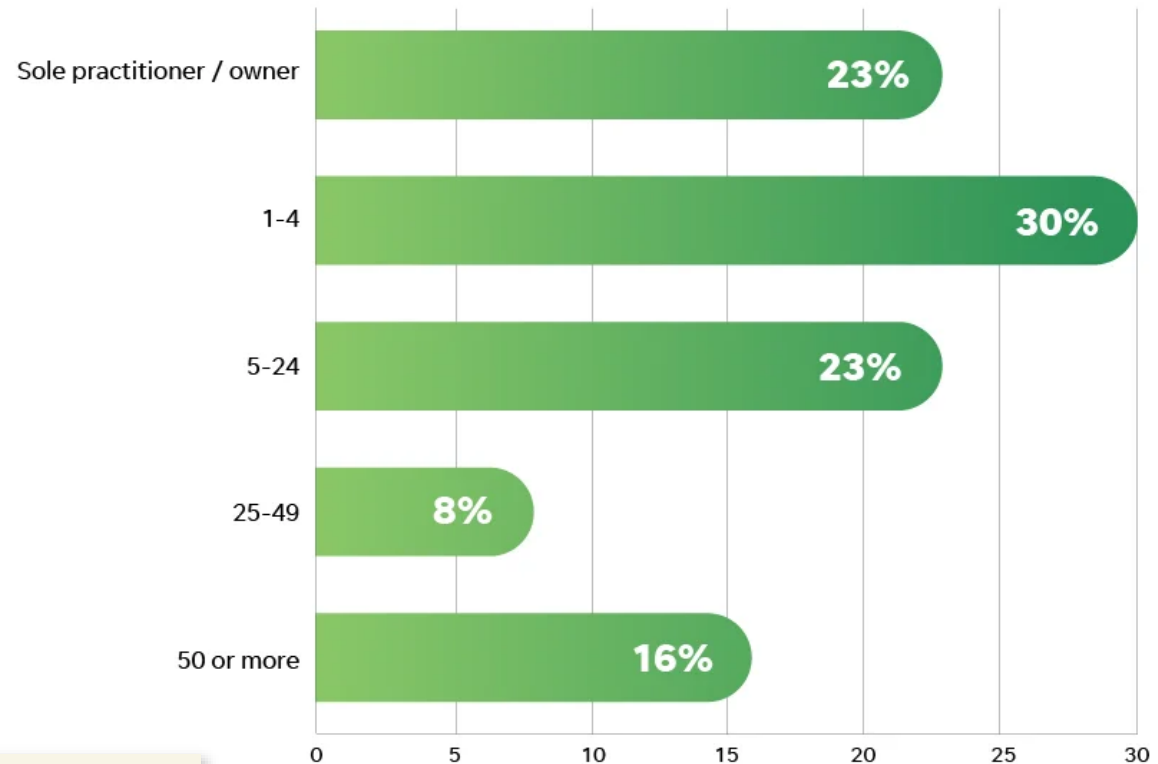
How much time do you spend every week on PPC management, per client?



6. Smaller agencies have fewer employees performing multiple job duties

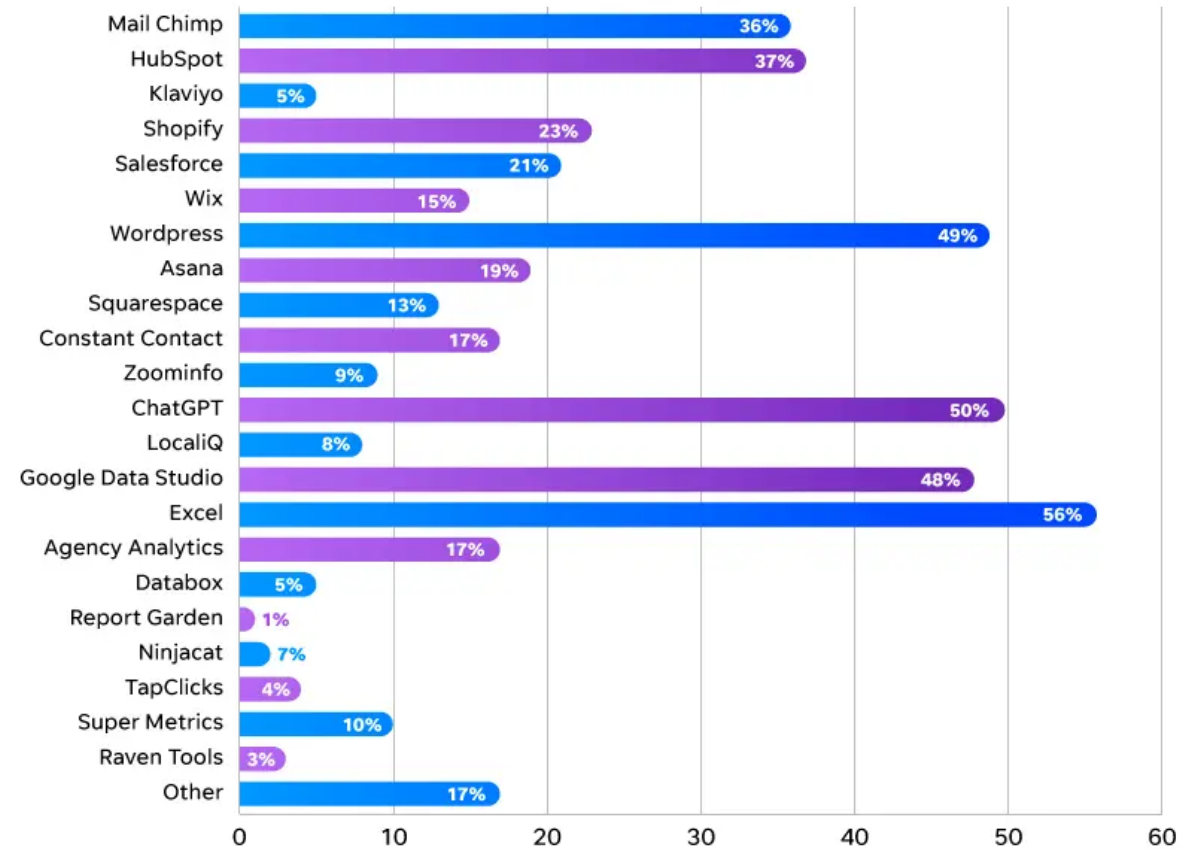
Nearly half of agencies surveyed are spending more than 25% of their time and resources managing paid search for clients.

How many full-time employees does your agency have?



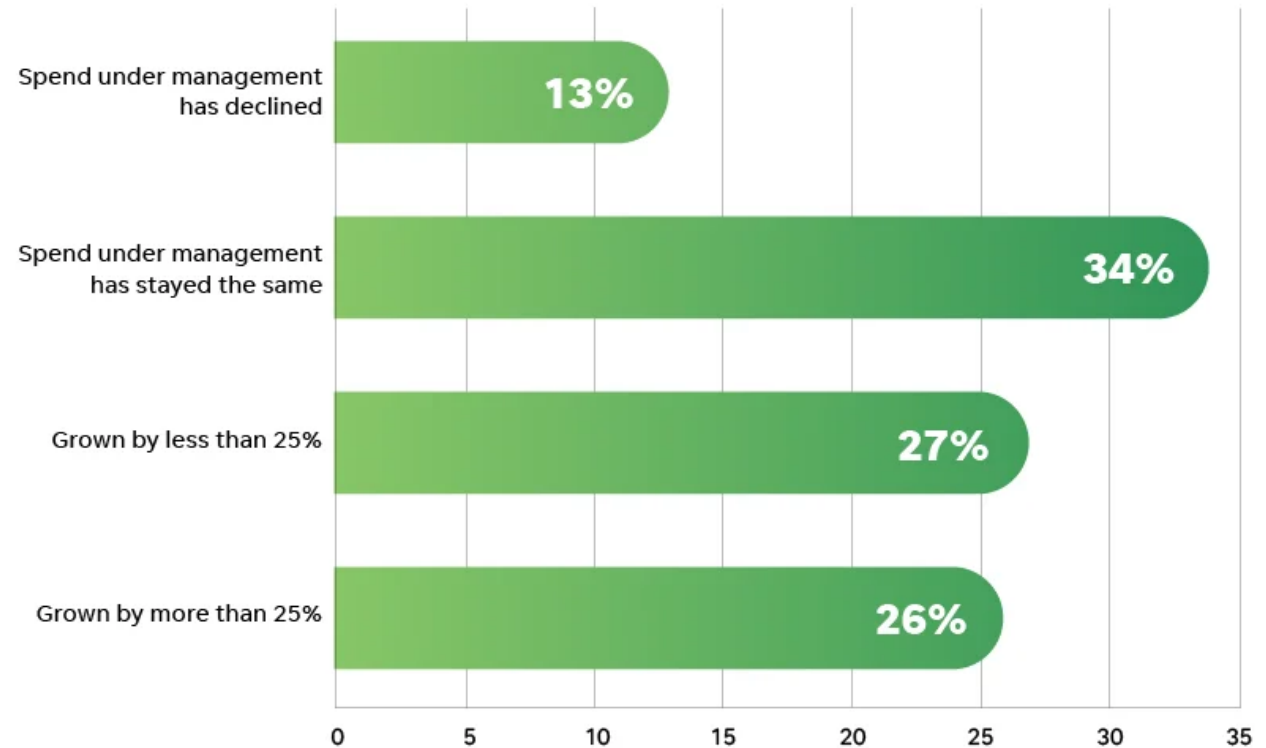
7. Agencies have a varied tech stack (that now includes AI tools)

What tools do you use for your tech stack?



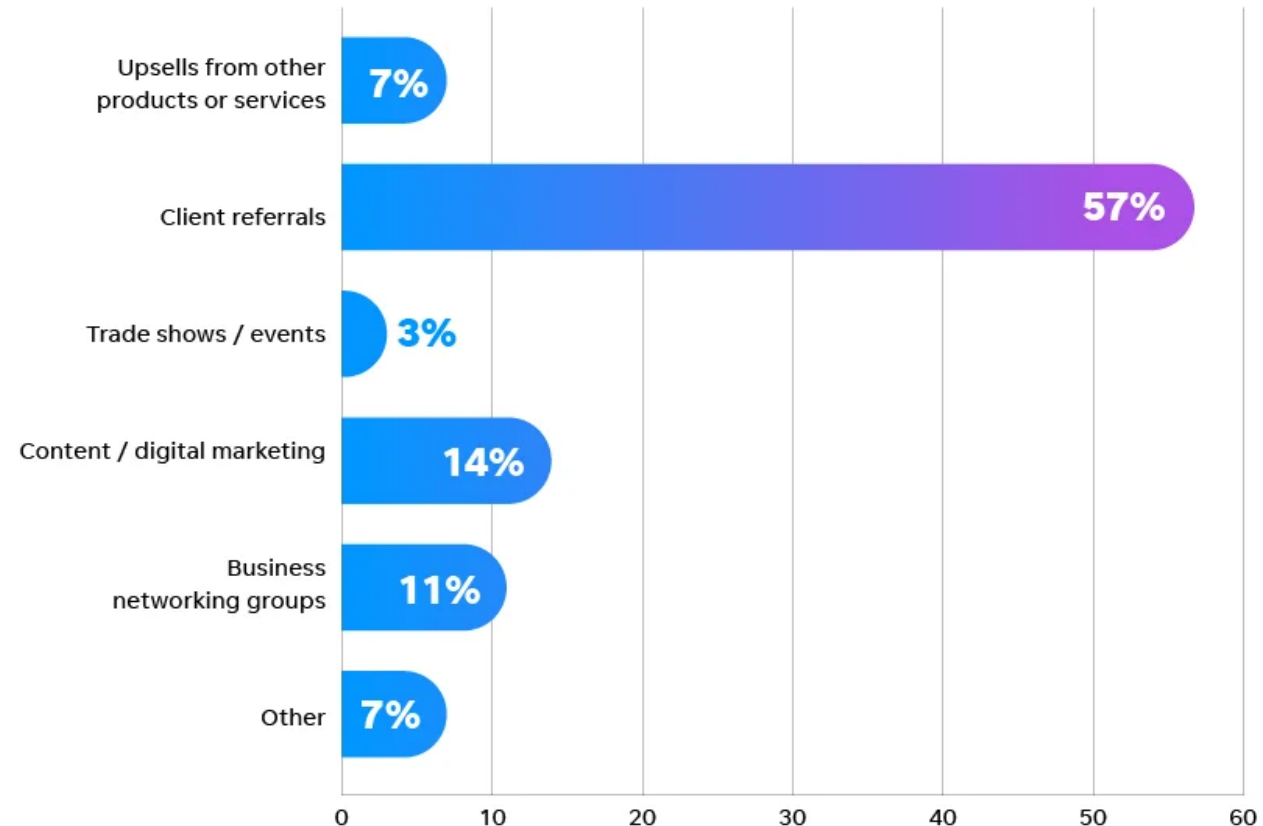
8. Managed spend has grown (but at a slower rate than in 2018-2020)

In the last year, by how much has your managed spend grown?



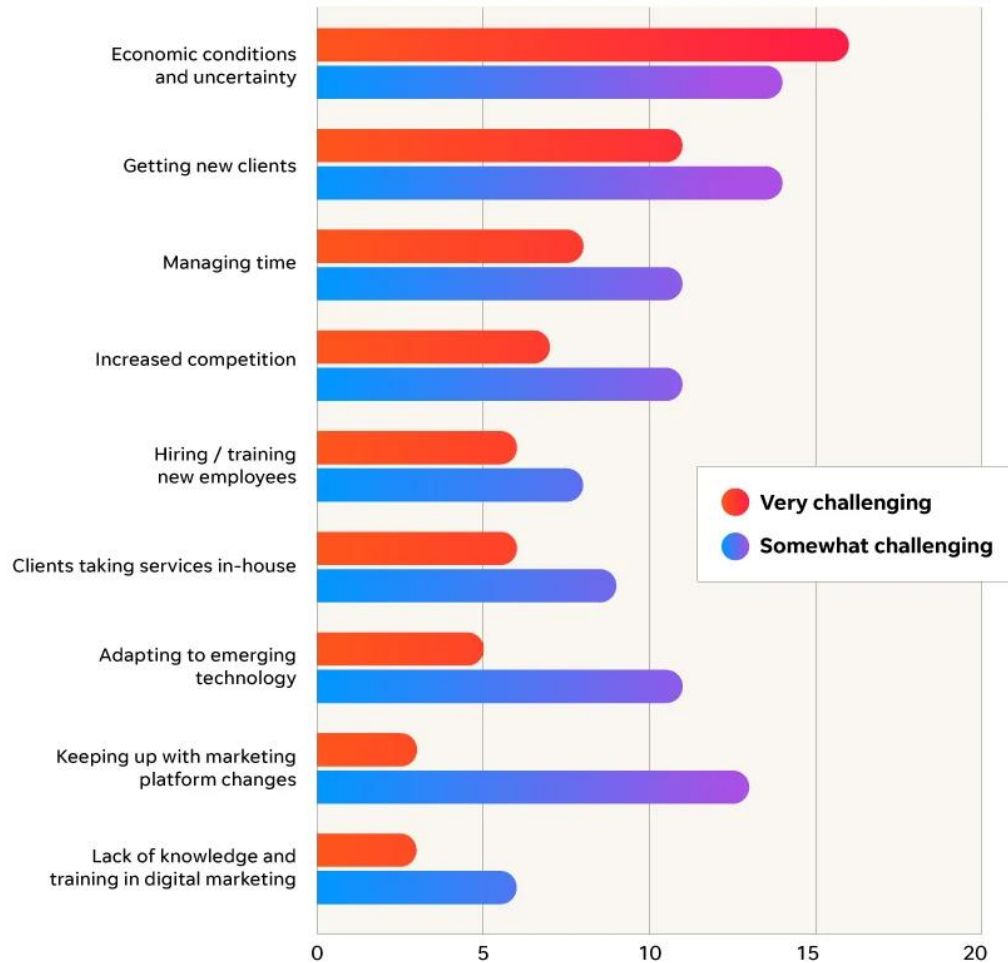
9. Referrals remains the top source for getting new clients

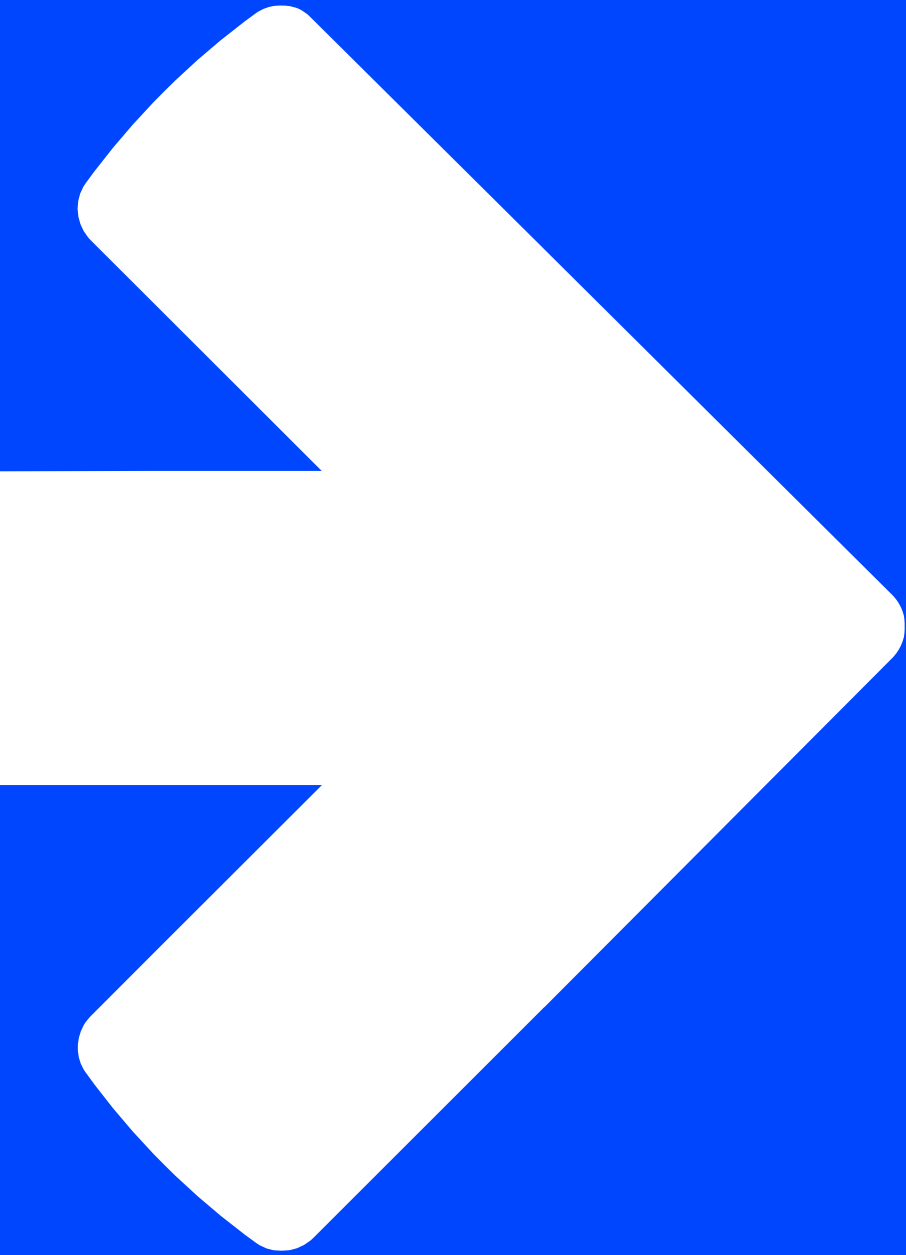
What is your main source of acquiring new clients?



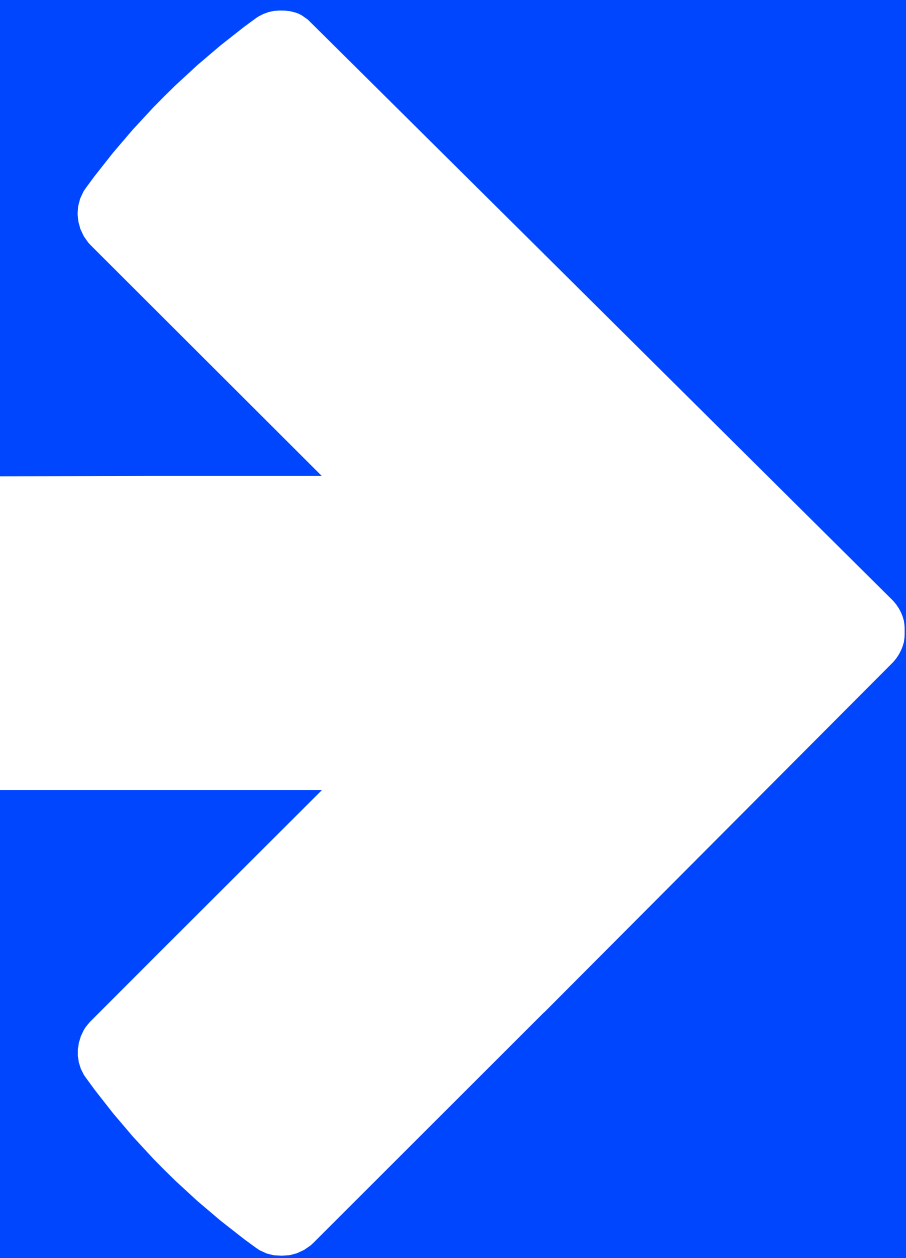
10. Economic conditions and uncertainty is the biggest challenge for agencies for 2024

What are the biggest challenges your agency will face this year?





Impact & Application Q&A



Thought starters

State of the Digital Marketing Agency: what you need to know

Outsource where you can

Rather than hiring full-time employees in-house partner with other agencies or businesses to handle activities such as account management, billing, and HR.

Identify growth opportunities

Look for ways to add value to your agency by offering additional services

Retain clients

Focus on delivering great customer service, results, and reporting to keep clients happy

