

Digital Agency Management :



How Digital Agency Can Help Freelancer To Get A Sustainable Job & Income

Supervisor : Mrs. Merlyn Rita Buncha

1. Izzah Nadzirah Tukiman (BB20110621)
2. Rasul Beevi (BB20110462)
3. Sarafina Binti Jepprim (BB20110453)
4. Augustharina Jaulip (BB20110909)
5. Nurul Husna Bt Azizi (BB20110211)

WHAT IS DIGITAL AGENCY?

Digital agencies are strategic and creative marketing firms that offer creative services and promotional products in addition to a focus on user experience, mobile, social, data gathering, and analytics (supported by analytics and optimization of the promotional mix).

The term "digital agency" refers to a company that clients contract with rather than keeping digital marketing in-house. In order to help to reach marketing goals and expand business, digital agencies offer a wide range of digital solutions that can be implemented immediately.

A digital agency's staff are all well-versed in cutting-edge methods of online promotion. Instead of using more traditional methods of advertising like newspaper ads or billboards, they offer services that make use of modern technology to put business in touch with global audience in a personal and engaging way.

Why Must Digital Agency?

Working on multiple accounts is entertaining

Some individuals may never tire of their industry, be it fashion, travel, or electronics. However, the majority of individuals appear to favor variety. Typically, when working at an agency, you work for a variety of brands and companies across a range of industries and teams. Opportunities to learn about new businesses are always available.

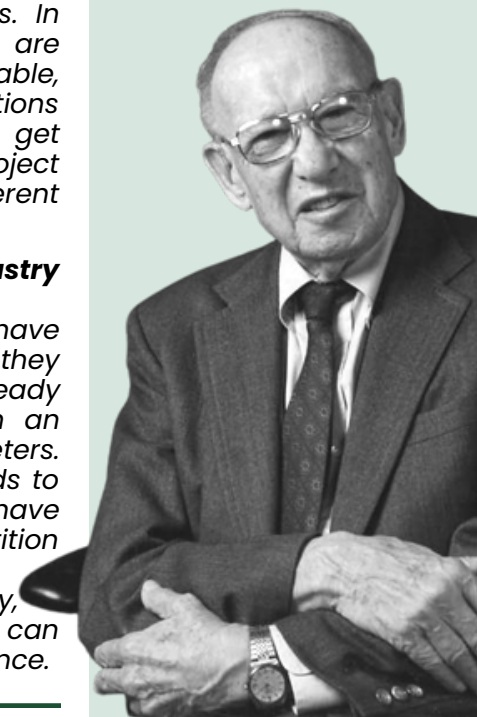
You Are The Merchandise

Product development and innovation are typically regarded as the most essential business functions. Marketing is commonly viewed as a support function within these organisations. In contrast, when working for an agency, you are the product. Typically, this makes you valuable, especially if you can develop innovative solutions that elevate the entire agency. You also get feedback on nearly every aspect of your project as . Different members assigned for different tasks and this is managed internally.

Immersion maintains your marketing industry leadership position

One of the greatest concerns marketers have when they leave the agency world is that they will lose their skills, or that the skills they already possess will become obsolete. Working in an agency, you are surrounded by marketers. Consequently, your marketing expertise tends to grow through osmosis. You commonly have managers who invest in training you, competition between peers that fosters innovation and the motivation of shared learning. Additionally, if you do not understand something, you can always ask the person next to you for assistance.

The most essential contribution management must make in the 21st century is to increase the productivity of knowledge work and knowledge workers – Peter F. Drucker, 1999



CONTENTS

- Digital Agency Management
- Communication Plan
- Marketing Strategy

INTRODUCTION

DIGITAL AGENCY MANAGEMENT

A digital agency is essentially a traditional advertising firm that has changed to match the evolving demands of marketing in the digital era. Digital agencies combine graphic design, copywriting, new technology, and contemporary marketing strategies.

COMMUNICATION PLAN

The planning of communication organizes how to reach key stakeholders in a company. The strategy is a thorough framework that shows communicators what they want to say, who they want to say it to, when they want to say it, and how they want to say it. For marketing teams to engage with both present and new customers, the procedure is frequently crucial. It might be helpful for giving clients and stakeholders regular updates on a project

MARKETING STRATEGY

A company's entire plan for reaching out to potential customers and converting them into buyers of its goods or services is referred to as a marketing strategy. The value proposition of the business, critical brand messages, information on target consumer demographics, and other important components are all included in a marketing plan.

RELATIONSHIP BETWEEN COMMUNICATION PLAN AND MARKETING STRATEGY

A company's or an individual's marketing communications strategy is how they plan to use various forms of communication to reach their target market. Your message (what you want to say), the media (where you want to say it), and the target are all part of this (to whom your message is reaching).

Marketing communication helps agencies services, and ideas to end users and creates and maintains relationships with clients.

Marketing relies on communication to unify everyone.



Digital Marketing

[di-jə-təl 'mār-kə-tiŋ]

The use of digital channels to market products and services in order to reach consumers.

DIGITAL AGENCY MANAGEMENT



ETHIC IN THE WORK PLACE

Workplace ethics is defined as the moral code that governs employee behaviour in terms of right and wrong, as well as decision-making. Individual workers frequently struggle to operate ethically in the latter half of the term. Furthermore, ethical behaviour should not be limited to individual employees; the digital company as a whole should be an example of ethical behaviour. It is critical to recognise that ethical behaviour can inspire positive employee behaviours that lead to organisational development.

THE ESSENTIAL OF ETHIC IN THE WORKPLACE

- **trustworthiness**
- **respect**
- **responsibility**
- **fairness**
- **caring**



BUSINESS MANAGEMENT

Basic management skills are the minimum requirement for operating a traditional business successfully. Similar skills are equally essential in managing a digital agency. In a small business environment, the manager is usually also the business owner. So, in addition to being a manager, the business owner needs to be able to lead the company and the business.

SOME ESSENTIAL MANGEMENT SKILL

Leader

A good leader must resolve issues and demonstrate dedication to the team's objectives. In addition, the manager must identify objectives with team members and assign clear responsibilities to each team member. A competent manager will have a clear direction in mind for The team.

Problem solving

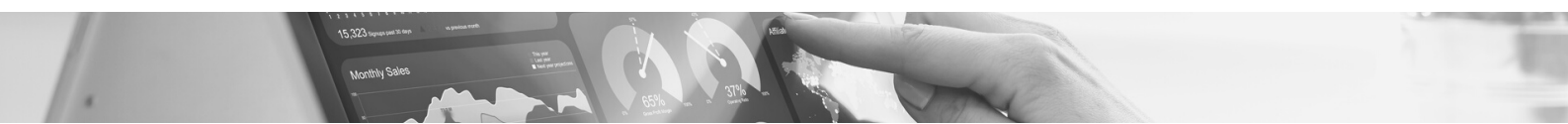
This takes exceptional attention to detail and maintaining calm under pressure. To guarantee the productivity of team and the seamless operation of the process, the manager will need to think on their feet when challenges emerge. The ability to think creatively will allow the manager to provide inventive solutions that minimize the effect on the team and organization.

Planning

Planning involves establishing priorities per corporate objectives, evaluating systems and policies, attending training, and managing the team's continuous professional development (CPD) activities. As a strategic thinker, the manager will support innovation and change to increase the team's and organization's productivity and profitability.

Time management

Time management is not only essential for professional advancement but also for creating and sustaining a productive work environment. Typically, these programs emphasize leadership competencies such as team-building, problem-solving, communication, and change management..



WHAT'S INSIDE?

- **Public Relations**
- **Outreach**

COMMUNICATION PLAN

A communication plan is an organization-wide strategy for developing, documenting, and implementing marketing, outreach, and communication strategies across departments and teams. Communication plans specify what information should be conveyed, to whom it should be communicated, when it should be provided, where (e.g., email, social media, mail) it will be shared, and how it will be recorded and analysed.

OUTREACH PLAN

Outreach marketing is a marketing strategy that entails reaching out to prospective customers, prominent persons, or companies with a strong relationship to your target demographic. To accomplish this, you must seek for these influencers, conduct research on them, and send outreach messages to propose your collaborative idea.

- Identify your brand - establish distinct personality.
- Personalization - generate a genuine proposition by beginning with a personalised outreach
- FOC - if delivering product makes sense, sending complimentary items is a terrific way to express gratitude.
- Request feedback - collect input on all aspects of your work They will be delighted to share.
- Employ multiple crowdsourcing channels - to increase the likelihood of obtaining employment

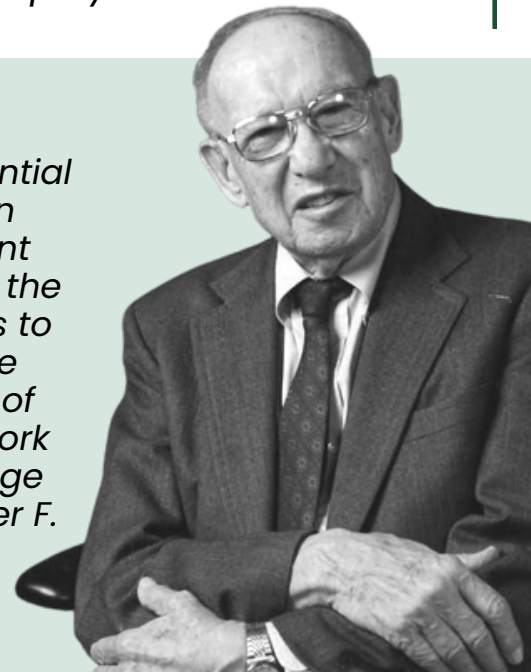


PUBLIC RELATIONS

PR refers to an organization's strategic communication with the public to maintain or cultivate its public image and/or respond to public discourse. However, Digital PR is a strategy for increasing brand awareness through the use of digital channels. In many ways, it is similar to traditional public relations, but it offers the opportunity to reach a significantly larger audience than is possible with offline methods alone.



The most essential contribution management must make in the 21st century is to increase the productivity of knowledge work and knowledge workers - Peter F. Drucker, 1999



- find new customers
- retain customers
- influencer giveaways

5 outreach marketing strategies you should know about

- promote your content
- build relationships/collaborations

MARKETING STRATEGY

WHAT'S INSIDE?

- Brand Awareness
- Brand and advertising

A marketing strategy is a long-term plan for attaining a company's objectives by figuring out how to best serve customers and establishing a distinctive competitive edge. It covers every aspect, including choosing which channels to employ to reach your target audience and identifying who your clients are.



- Deliver unforgettable experiences
- Make sure you target the right client
- Build your social media presence
- Develop a Unique Selling Proposition
- Encourage word of mouth
- Consistency

BRAND AWARENESS

The degree to which consumers recognise a product by its name is referred to as brand awareness in marketing. In an ideal world, consumers' brand awareness would include positive perceptions of the qualities that set the product apart from the competition.

Creating brand awareness is an important step in promoting a new product or revitalising an old one.

BRAND AND ADVERTISING

ONLINE BRANDING & ADVERTISING

Branding is always associated with the image or company name. Online branding is the process of developing and promoting a brand's identity through the use of social media and the internet. A website, blog, or social media profile can be used for this. Additionally, search engine optimization (SEO) and internet advertising are frequently used to accomplish this. The ability to have an online presence and reach a broader audience makes internet branding crucial for firms. So, in the context of digital agency they need to give more effort to create something that look professional for they brand.

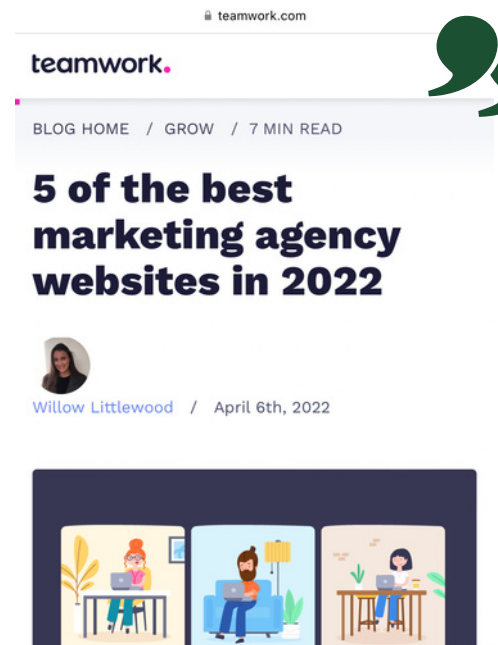
SOCIAL MEDIA MARKETING



Internet marketing that makes use of social media apps is known as social media marketing (SMM). By using social media it will make the brand to connect with their audience to build the brand, establish a community of followers to share and interact with the information, attract visitors to your website, and increase profitability. There are two types social media marketing which is VIVIDNESS and INTERACTIVITY. The apps that they can use is like Facebook, Instagram, blogs and many more to become a platform to promote they product.

WEBSITES

In term of marketing strategy, there are several of website that they can use such as freelancer.com, Upwork, flexjobs and many more. But, the easy one and most popular is upwork and freelancer.com.



CONTENTS

- Conclusion
- Reference

CONCLUSION

DIGITAL AGENCY MANAGEMENT

As a result, assists in the development of an organizational plan to meet the needs of our clients. Digital communication has largely replaced the social aspect of many people's lives.

Finally, Digital agencies place a greater emphasis on marketing businesses, products, and services in the digital world. Digital communication has become so pervasive that it has replaced many face-to-face conversations and in-person contacts with adults and children while still developing the necessary interpersonal skills. Marketing strategy which are market segmentation, contest market strategy, marketing plan and monitoring and evaluation assists digital agencies in identifying the parts of organization that are being impacted by their own growth.

REFERENCES

Smart Insights. (2017, July 31). Marketing communications planning using the PASTA model. Smart Insights. <https://www.smartinsights.com/managing-digital-marketing/planning-budgeting/marketing-cdommunications-planning-using-pasta-model/>

What Is Communication Planning and Why Is It Important? (n.d.). Indeed Career Guide. <https://www.indeed.com/career-advice/career-development/what-is-communication-planning>

Griffin, L.F. (October, 2021). Social Media Marketing (SSM). <https://www.techtarget.com/whatis/definition/social-media-marketing-SMM>

Optimizely. (n.d). Marketing Strategy. <https://www.optimizely.com/optimization-glossary/marketing-strategy/>

Study.com. (n.d). Online Branding Examples and Strategies. <https://study.com/learn/lesson/online-branding-examples-strategies-digital-marketing.html>

7 skills for a successful management career | Prospects.ac.uk. (n.d.). Prospects. <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/business-consulting-and-management/7-skills-for-a-successful-management-career>

According to new research ... (8 Crucial Business Management Skills for a Leadership Career, 2020)

sForsey, C. (2021, August 20). What is Public Relations? The Definition of PR in 100 Words or Less. <https://blog.hubspot.com/marketing/public-relations-definition>

Gurreri, L. (2021, April 28). Five Benefits Of Working At A Marketing Agency — And How To Decide If It's For You. Forbes. <https://www.forbes.com/sites/forbesagencycouncil/2021/04/28/five-benefits-of-working-at-a-marketing-agency--and-how-to-decide-if-its-for-you/>

Klein, E. (2021, November 4). Outreach marketing: Benefits, Strategies and Examples. Hyperise. <https://hyperise.com/blog/outreach-marketing>

Mahan, T. (2022, July 6). How to Define Ethical Behavior & Why It's Important in the Workplace. Work Institute. <https://workinstitute.com/how-to-define-ethical-behavior-why-its-important-in-the-workplace-2/>

Network for Good. (2022, September 30). What Is a Communication Plan and Why It's Important: A Guide. <https://www.networkforgood.com/resource/top-10-reasons-for-creating-a-communications-plan/>

What Is Brand Awareness? Definition, How It Works, and Strategies. (2022, October 2). Investopedia. <https://www.investopedia.com/terms/b/brandawareness.asp>

Wynne, R. (2016, January 21). Five Things Everyone Should Know About Public Relations. Forbes. <https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/?sh=470faa622a2c>

