



TOPIC: DIGITAL AGENCY MANAGEMENT

**DIGITAL AGENCY MANAGEMENT:
COMMUNICATION PLAN & MARKETING STRATEGY**

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INTRODUCTION

The term "digital agency" refers to an individual's capacity to manage and adjust themselves to a digital environment. Digital responsibility, digital competence, and digital confidence are the three components that come together to build a digital agency. A digital agency is a method of giving people the ability to interact with new technologies in such a way that they feel they have responsibilities in how they accept, adapt to, and use these technologies in a responsible and intelligent manner. In addition, a digital agency is a way of giving people the ability to interact with new technologies in such a way that they feel they have the ability to do so. The central question at the heart of the concept of digital agency is, as it has since its inception, whether or not technology dictates our lives (technological determinism) or whether we shape new technologies via our usage and interaction with them (social shaping of technology).



Dahl (2000) concludes that the ability to exercise control over and adjust to social change brought about by the growth of digital technology lays the groundwork for individuals to experience the benefits of citizenship through democratic choices in society. Because of this, it appears that the difficulty for a society to realize Digital Agency will center on how it can distribute conditions for individuals to demonstrate their agency in a society that is founded on digital technology. This is true because a democratic society cannot be built without the universal right to freedom of choice. This means that the task for a society to realize Digital Agency will be to provide the conditions for individuals to exercise their agency in a society based on digital technologies.

DIGITAL AGENCY MANAGEMENT



Digital Agency Management

Digital agency is business that specialize in building websites and other digital material. Digital agencies also know how to use digital marketing strategies to make sure that their customers' online communications are successful.

Basic management skills are essential in managing digital agency.

Manager of digital agency must understand business organization, finance and communication. Apart from that, digital agency manager must deeply understand their market and relevant policies and technologies.

Essential management skills consist of leadership, problem solving, planning, time management, networking, and self-confidence.

OTHER IMPORTANT SKILLS THAT A DIGITAL AGENCY OWNER OR MANAGERS SHOULD HAVE:

- Finding a co-founder
- Branding the agency
- Figure out the agency unique value proposition
- Flexing the agency brand power
- Hiring Head of Designer, Developer, and Marketer
- Avoid from hiring interns and cheap labor
- Put protocols and procedures in place
- Make your people the stars; don't micromanage
- Prioritize sales and marketing

ENTREPRENEURIAL SKILLS IN STARTING DIGITAL AGENCY

Finance
Confidence
Mind-set



COMMUNICATION PLAN

The communication plan outlines what information should be provided, who should get it, when it should be shared, where (such as by email, social media, or the mail), and how those interactions will be monitored and evaluated.



DIGITAL AGENCY COMMUNICATION PLAN

OUTREACH PLAN

- Brand Identification
- Personalization
- FOC
- Gather Feedback
- Utilize multiple crowdsourcing channels

BRAND AND ADVERTISING

Brand awareness

- Deliver unforgettable experiences,
- Target the right clients,
- Develop Unique Selling Proposition,
- Build social media presence,
- Encourage word of mouth,
- Consistency.



Top 8 Benefits of Communication Planning

1. Clarify the goals and objectives
2. Articulate the relationships between audiences, messages, channels, activities, and materials
3. Identify and implement a variety of communications activities.
4. Clarify staff member and stakeholder roles
5. Find creative, collaborative solutions.
6. Incorporate stakeholder input in the communications process
7. Reach out to your constituencies effectively
8. Gauge the plan's successes and growth areas

Communication plan checklist

- ✓ Define your objectives
- ✓ Understand your audience
- ✓ Select your communication channels
- ✓ Develop your message
- ✓ Create a timeline
- ✓ Assign roles and responsibilities
- ✓ Test your plan



DIGITAL MARKETING STRATEGY



What is Digital Marketing Strategy?



A digital marketing strategy is a plan for using digital marketing tools and techniques to achieve an agency's strategic marketing goals, such as building a brand or developing new business. The digital marketing strategy is often part of an overall strategic marketing plan that includes both digital and traditional (offline) approaches.

5 Key Components for Developing a Successful Digital Marketing Strategy

1) Start with the Business Objective

Strategic marketing starts with the strategic goals of the business. For example, what agencies want to accomplish, how they want to develop the agencies and how they want to portray the company's brand. The agency also needs to understand the practice segments that the digital strategy will target, such as the segments that are easiest to reach.

2) Research with the Target Audience

The target audiences are the groups of people the agencies need to reach in order to implement the digital strategy. Some common examples of target groups are potential customers, influencers, referral sources, and talent.

3) Develop the Marketing Strategies

An effective digital marketing strategy consists of four key elements: Differentiators, Market Positioning, Core Messaging, and Content Strategy. If agencies have already done this work for their overall marketing strategy, it will likely be very similar for their digital strategy

4) Select the Digital Marketing Technique

Target audiences will give agencies insight into which digital platforms are already being used by different audiences. Agencies will need a range of resources to help them implement their plan. They need to work together to achieve the desired outcome. After selecting marketing techniques and determining the required frequency and scope of efforts, agencies can anticipate whether they will need new marketing infrastructure, training, or external support to put the plan into action.

5) Set Specific goals and Determine How to Track Them

Agencies need to consider the current level of baseline performance. They must consider what is needed to achieve the desired business outcome. The level of impact they expect from a marketing technique also affects how much effort it will require. At a high level, there are four areas for tracking that are meaningful to most professional services agencies: Business Results, Visibility, Expertise, and Execution.

The Top 5 Digital Marketing Techniques :

1. Keyword research/search engine optimization
2. Conducting and publishing original research
3. Speaking at targeted conferences or events
4. Presenting in educational webinars
5. Networking on social media

CONCLUSION



Freelance work for digital companies is, after all is said and done, an essential component of the current industry. This is because a digital company can only engage with its clients on the internet; therefore, it is necessary for it to design a strategy for both marketing and communication in order to boost both its visibility and its revenue. Therefore, the management team of the digital agency needs to work on developing abilities such as leadership, problem-solving, planning, time management, networking, and self-confidence in order to be successful. Because of this, the teams that work for digital freelance agencies need to have members who have abilities that complement one another and who can build synergy via coordinated efforts. This will enable members to make the most of their strengths while minimizing the impact of their limitations.



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