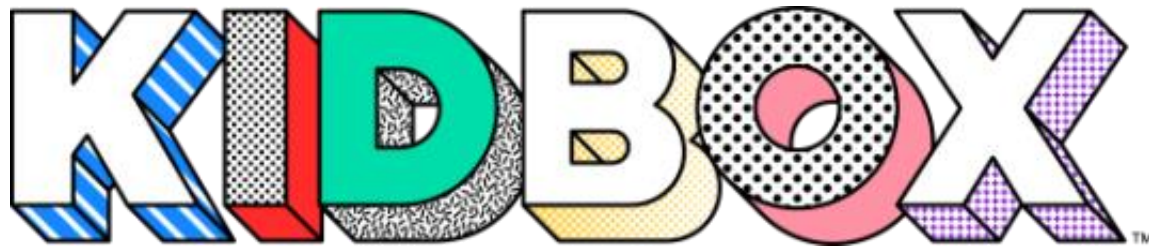


The Agency Problem:

D1: an establishment engaged in doing business for another

D2: the capacity, condition, or state of acting or of exerting power



What are the Big Categories You're Solving For?

- Thinking (strategy, tactics, creative)
- Execution
- Channels may require different approaches (FB, Google Ads, Influencer etc)

Outsourcing: “Do it FOR Me” model

- Think and Execute for you
- More typical for mature / traditional ecomm businesses 😊
- The “normal” big agency model

Insourcing “Do it WITH Me” Typically freelancers

- Collaborate on thinking. Freelancer executes.
- Mix remote / in-office

Partnerships “Do it TOGETHER”

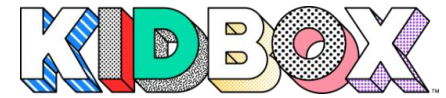
- Brainstorm and Collaborate on thinking and execution.
- Expectation to put you first
- Empowered and Accountable
- Functionally employees

Big vs Boutique

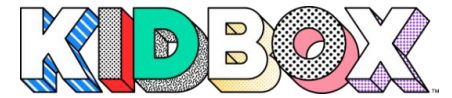


- Big Agencies are often less stable for clients (ironically)
 - Attractive to “sales susceptible” businesses
 - Salesmen incentivized to close deals and disappear
 - Junior account managers churn frequently
 - Good account managers become useless managers
 - Managed to their bottom line, not yours
- Boutiques are founder driven (call the owner!)
 - Teams are smaller, more invested in each client (big fish, small pond)
 - Flexible, client driven approach leads to shared learnings
 - Make sure to ask how many clients and employees
 - Ability to truly PARTNER
 - INTERVIEW YOUR DAY TO DAY TEAM BEFORE SIGNING

Do You Have a Secret Sauce?



- Agency Secret Sauces Don't Scale
 - “I can't tell you how – it's my secret sauce” ... ***RUN!***
 - “My Proprietary Software / Algorithm” ... ***is probably not as good as Facebook's / Google's***
 - What works for some doesn't always for other
- 😊 “My Secret Sauce is Me and My Team” 😊
 - Look for boutiques who:
 - Understand their own ecosystem (what levers to pull / when)
 - Understand your biz / funnel(s) (ecomm? subscription? saas?)
 - Can help or work around analytics shortcomings
 - QUALIFY YOU AS A CLIENT!!



- Facebook is CREATIVE INTENSIVE

- FB agencies / consultants who don't do creative are out of touch
- There's a balance between inhouse production (brand)/ outsourced "adaptation"
- You're paying a lot. Demand service.

- What Should they do?

- Basic photo editing is a given
- Adding "Movement" to still ads is a must
- Building video is critical (Instagram stories, etc)

Technology / Analytics Stacks



Huge Complicated Topic

The more complicated your biz ... the harder the data flows

- Your agency should ...
 - be able to **work with** your analytics stack ...
- And Your stack should...
 - be able to **keep up with** your agency

- Our current partners manually built dynamic creative from our style quiz ... and spec'd a technical solve
- Look for out of the box thinking / execution



CODIFYING YOUR BUY-FLOW INTO UNIQUE PERSONAS

CREATE A NEW BOX

ABOUT (1/2)

STYLE (2/2)

IM SHOPPING FOR A

HOW OLD IS JOE?

WHAT'S JOE'S STYLE?

Choose one

Gender + Age Group + Style = 24 Personas

10 11 12

13 14

MODERN CASUAL CITY COOL

Shopping Made as Easy as 1, 2, 3...
Size: Newborn - 14
Shopping for more than one? You can add another child later.

BOY GIRL NEXT

Dynamically deliver relevant creative

Kidbox Sponsored
Get clothing that matches your toddler's unique personality and style.

So.

What did KIDBOX
Actually Do?

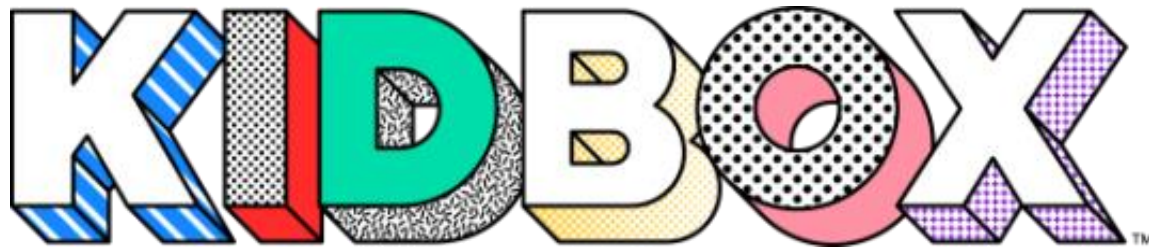
(trial and error)

(always have an out)

(trust and accountability is everything)

Questions?
Answers??

THANK YOU FOR COMING!



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