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## THINKING OF SELECTING A MARKETING AGENCY IN TODAY'S ECONOMY?

by **Steve Stepinoff**

Early on in the timeline of every successful business, there comes a point where even the most hands-on business owner realizes they just can't do it all, especially when it comes to marketing strategy and good quality graphic design to attract the right clients in this economy. As a business grows and becomes more complex, so does the process of marketing planning. This is when it becomes crucial to bring on a trusted marketing professional to evaluate your business and sales goals. Choosing the right marketing professional is one of the most important decisions you will ever make, so it should not be taken lightly, and there are several things you should have in mind when you begin your search.

### THE VALUE OF INDEPENDENT ADVICE

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The difference between working with a non-seasoned marketing individual and a seasoned marketing firm may not be immediately apparent the first time you sit down. I would recommend listening to what that individual has to say about their experience and the types of clients they have worked with over the years. This agency would become your marketing advisor, similar to a business or financial advisor. If they are doing their job well, they would recommend to you to preform a Marketing Discovery before any other marketing is touched. This Marketing Discovery is a "Blueprint" of where your company's business goals are headed and how you will be planning to accomplish these goals for both your internal and external communications. It is similar to building a house with a set of blueprints. This also keeps your costs on budget. Your marketing agency is your marketing architect.

An advisor in such a position without producing a Marketing Discovery may be prompted to recommend specific deliverables, which may or may not be the best solutions for your companies planning goals and objectives.

At **STEPINOFF + CROSIER**, we strongly believe a well planned out Marketing Discovery with our advice, should be solely based on the client's needs, not the desire to sell a single product to gain all new business. But in order to understand those needs, a good marketing agency must first take the time to sit down with you and "listen" to what you have to say.

### FIRST MEETING WITH YOUR MARKETING REPRESENTATIVE

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When you first meet with us at **STEPINOFF + CROSIER**, you are under no requirement to commit to and move forward with our process. Instead, we want to take time to get to know each other, listen to your concerns, and understand your marketing objectives, goals and objectives. Doing so helps us create a written Discovery of your business marketing position and flag any gaps that may exist. We will also discuss the scope of our services, fees for those services, and timelines to complete any deliverables.

Very early on in our process, our clients typically experience an "ah-ha" moment, where the difference in proper marketing-planning advice becomes apparent. That differentiator has as much to do with the differences between our Marketing Discovery process and traditional planning as it does with the level of communication we have with our clients.



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## ALIGN YOUR GOALS

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When it comes to your budget, **STEPINOFF + CROSIER** does not underestimate the importance of clear and open communication between you and your company and your allocated marketing funds. As your marketing agency Principal, we should be a person with whom you feel completely comfortable sharing and discussing major business events, such as your business goals, sales goals, previous advertising and collateral, website, investor relations or any other marketing communication ideas you have produced or would like to see in the future.

At **STEPINOFF + CROSIER** we would be able to discuss and acknowledge the emotions such events and challenges bring, while ensuring your marketing-planning decisions are made with a professional plan, and are to your benefit. We can keep you on course, even in the midst of unexpected storms through experienced planning, quality graphic design and reliable service.

## ACHIEVING RESULTS

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**STEPINOFF + CROSIER** is one of the most experienced marketing agency's in Houston, with over 35 years working with some of the best known and not so known companies around the world. **STEPINOFF + CROSIER** provides independent, comprehensive strategic marketing, planning and execution to CEO's, CFO's, In-house Marketing and HR Professionals for all size companies, including Fortune 500 Corporations to start-ups. We seek to crystallize our client's marketing goals, and move forward with the best strategies and deliverables in order to produce a return in their investment.

Our philosophy and process includes educating you about your options, aligning your marketing goals and achieving results for your company. To get started, contact us at **713.701.1728** and ask for Steve Stepinoff - Partner and President at **STEPINOFF + CROSIER**.

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