



Search

Start 1 Month
Premium Trial

If there's no ROI, it ain't cool.

Published on September 6, 2017



Gabriel Daniels FE | [+ Follow](#)

Junior Managing Partner at Paramonos Enterprises

[22 articles](#)



9



0



1

If there's no ROI, it ain't cool.

Remember that old joke, creative won the account and account service lost it?

That's a dang lie.

Sure, people hire agencies for creativity. But if concepts aren't influenced by business strategy, it isn't 'creative.' It's indulgence.

"Hire an agency with people who understand your brand"

You think you fired the last agency because their account people kept getting switched out for new faces. Or because their ideas 'got stale.' Those are symptoms of a larger problem.

You fired the agency because your marketing and advertising weren't performing.

In truth, if your marketing was performing—if your consumers were buying and connecting with you—it wouldn't matter how the agency staffed your account. Or whether they were still running that campaign with the duck.

Hire an agency with people who understand your brand, your goals, your consumers and



Search



Start 1 Month Premium Trial

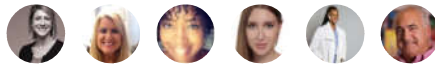
Sure, ask them to show you their cool work. But remember those other brands have other objectives, personalities, weird brand standards and budgets than you do.

Find the agency with creative people that think like business people. And make sure you actually like 'the people,' because you're not hiring a firm.

Paramonos Media

Report this

9 Likes



0 Comments





Add a comment...



Gabriel Daniels FE

Junior Managing Partner at Paramonos Enterprises

+ Follow

Messaging  

More from Gabriel Daniels FE [See all 22 articles](#)

7 Keys to Implementing Poka Yoke / Mistake Proofing
Gabriel Daniels FE on LinkedIn

When Design For Six Sigma Fails
Gabriel Daniels FE on LinkedIn

Branding Your Improvement Program As Six Sigma Or Lean?
Gabriel Daniels FE on LinkedIn

Ten princ
-MBM-
Gabriel D