

ACT Tech Summit - Digital Tools - Optimizing Agency Workflow and Beyond

What kind of tools would make agencies lives easier?

Ex: Within Sureties; renewal of bonds could be a good example.

What are some of the things that make email marketing so complex today that you need to have a specialist be in charge of it?

compared to a digital marketing specialist. Someone who has a skillset that covers modern inbound marketing practices, CRM/Marketing automation platform knowledge (like HubSpot or

Social media is a more fertile field with avenues that are a little more meant for advertising/marketing (FB ads, LinkedIn social marketing, etc).

Larry, could you share more what you mean when you talked about understanding core niches and adjusting your marketing?

With marketing & attracting consumers evolving, how do we keep up? Have a solid strategy? even begin?

marketing overall requires specialization. Some agencies have put in place a marketing only position that covers this. Its tough for agencies who are not willing/able to do that as they are on their own to attack

I think there are some great services out there that bridge the gap for agencies that don't have a dedicated person or are yet to reach that stage.