

# Discovery Project for Agencies 2018

Throughout a timeline of 4-6 weeks, Growit Group will focus on 5 key areas within your digital agency, which will result in a complete report with recommendations at the end of the project. You can either choose to implement the actions yourself or continue to work with us on an engagement of 6 months or 12 months.

## On-boarding



### Activities:

- Inbound Agency Health Check
- Handover sales and consultancy
- Project Management
- Kickoff Meeting (1hr)

### Deliverables:

- Health Check Report with Recommendations
- Consulting Plan & Timeline
- Access to our Project Management tool
- 1 hour meeting with your team to share how we work and what will be happening over the coming weeks.

## Strategy



### Activities:

- Mission & Value Overview
- Agency Positioning Overview
- Organisational Structure Review

### Deliverables:

- Outline of your value proposition and mission statement which is clearly communicated to the whole agency team
- Strong Agency Positioning statement clearly communicated to the whole agency team & on your website
- Organisational Chart & Plan clearly communicated to the whole agency team.

## Growth



### Activities:

- Financial Review
- Agency Culture Evaluation
- Business Plan review on Products, Prices, Sales and costing
- Perform 3, 6 and 12 month cash flow analysis

### Deliverables:

- Inbound Agency Financial Reporting recommendations
- Deep understanding of the budget - highlighting risks and secure follow up monthly reporting to have fast return and creating tracking of progress
- Agency Culture Evaluation Form for all staff

## Services



### Activities:

- Agency Service & Delivery Team Analysis
- Agency Customer Feedback
- Project management overview
- Processes overview

### Deliverables:

- Agency Service & Delivery Team recommendations
- Customer feedback report
- Project management recommendation
- Process recommendations

## Sales



### Activities:

- Buyers Journey & Inbound Sales Audit

### Deliverables:

- Clear sales process that is replicated by all sales staff at the same standard to remove agency owner from every sales call.

## Marketing



### Activities:

- Assessment of your current marketing activities
- Audit of current content & campaigns performance

### Deliverables:

- Be your own best case study example of how Inbound Marketing works by having Inbound Campaigns running that generate leads on your own.

# Working with Us

In our short time since we began Growit Group we have already helped our Circle Agency Partners achieve success:

**katalysator**

“

There are really interesting perspectives in becoming part of a strong international group of inbound agencies that can help each other grow.

– Brian Stræde, CEO at Katalysator

**doidea**

“

The support we'll get from Growit Group will be crucial to achieve the growth goals we have set for Doidea.

– Jonaz Kumlander, CEO at Doidea

## Why us?

- We have real life experience of setting up & running successful Inbound Agencies to fast track your journey to success.
- More than 55 years of combined business experience to help you grow.
- We are on your side to help you succeed, personally and professionally.
- We have over 18+ years experience combined of building and running successful Inbound Agencies in Dublin, London, Oslo & Sydney.

## What you will get

At the end of the Discovery project, which takes 4- 6 weeks approximately, you will get an in depth agency analysis report with a proposal:

- The content of the analysis is based on recommendations and evaluations made by Growit after having sessions with key members of your agency.
- You will have an understanding of the areas you need to prioritise with a list of ways to tackle your challenges and advice on next steps from a team of experts.

*Investment is \$5,000.00 USD*

If any workshops are required to be onsite at the agencies request we will do our best to arrange and be onsite at the agencies offices and we will invoice travel, accommodation & relevant expenses post visit at cost.