



# Digital Agency Canvas



## Key Partnerships

### Cross-Industry

Finding cross-industry partners to enable new capabilities and/or value propositions to deliver to the client(s) at scale.

### Vertical Partnerships

In larger industry verticals, Digital Agencies will partner with major brands to showcase their marketing abilities in creative ways



## Key Resources

### Brand, Talent

- **Top-tier Digital Agencies** have a brand that command premium pricing
- Talent can define an entire Agency's value proposition and brand value amid certain market segments



## Key Activities

### Differentiate, Innovate

- **Differentiation** amid crowded markets is a key attribute. Top brands must continue to differentiate
- **Innovation** on the value proposition and the way it is delivered to market



## Value Proposition

Digital Agencies enable businesses to outsource certain elements of their marketing functions in places where building the in-house expertise is too costly or difficult.

### Multiple models exist within this framework:

- time based (hourly rate)
- project based (flat fee)
- performance based (results based)
- commission (% of sales)



## Customer Relationships

### Client Relations, Partnership Focus

- Many Agencies have dedicated 'Client Relations' personnel
- More profitable, longer-term clients open the door for dedicated personnel



## Channels

### Word of Mouth, Referrals, Outreach

- A lot of Digital Agencies build good clout with early clients and scale via word-of-mouth or referrals
- Cold outreach and other strategies help Agencies scale



## Customer Segments

### Professional Services, Business Owners, Multi-nationals

- **Professional Services** firms are one of the big segments in the markets, such as lawyers, consultants, etc.
- **Business Owners** in highly-competitive niches, from eCommerce (products) to HVAC (services)
- **Multi-nationals** often use top Agencies to help them tap into new segments or local markets



## Cost Structure

**Staff** - the amount of money required to hire staff will depend on the type of agency (onshore vs. offshore) and location

**Rent** - 'overhead' is a cost that still applies to many Agencies, even in the digital era. Rent is still a major Cost item

**Customer Acquisition** - invest to acquire new customers



## Revenue Streams

**Fees and Retainers:** Digital Agencies that are at the top of the market can charge high hourly/project fees and retainers

**Performance-Based:** Digital Agencies that are results driven can earn large revenues if they can produce high-level results for their clients