

# 80/20 Agency Marketing Services

# These Services Are For

- Digital Agencies
- Dev Shops

# Audiences We Can Help You Reach

- The executive team
- Managers and directors

Our goal is to make you a household  
name to 6,000 prospects inside of 6  
months

# POV

- To be able to hire you, a prospect must first remember you or be able to discover you via search
- Most will query their network before searching the Internet (this POV is based on small-scale research we conducted in 2022)
- A prospect won't hire you if they don't respect your expertise and trust your professionalism
- Your marketing should make your business distinctive, relevant, useful, and memorable

# 80/20 Agency Marketing Approach: be **DISTINCTIVE**

- Clear positioning
- Differentiating point of view

# Approach: be **RELEVANT**

- Building a tightly-defined list of prospects and recommenders

# Approach: be **USEFUL** to **Directors**

- Producing a weekly newsletter for your audience of prospects and recommenders.



# Approach: be **USEFUL** to **Executives**

- Invitation-only educational events for executives
- Small-scale research for high-stakes concerns

# Approach: be MEMORABLE

- Running ads that reinforce the mental availability of your positioning, POV, and company name to the aforementioned audience
- Making it easy for you to grow -- and remain salient to -- your professional network in a productive way without the emotional labor most of us associate with "networking"

**Become more valuable to an audience of prospects and recommenders**

**be USEFUL**

(how) Curation & Education

Newsletter

Research

Roundtables

**be DISTINCTIVE**

(how) Positioning & POV

**be RELEVANT**

(how) Tight list definition

**be MEMORABLE**

(how) Presence & Generosity

ads

directed network growth

network maintenance

# Approach: Unique Aspects

- The speed and reach of cold email without direct selling
- The value and usefulness of educational content without emotional labor
- Professional network growth without "networking"
- Intercepting opportunity in the first and second place people look for a solution rather than the last

# Stats

Several times per week we run a script that refreshes these stats, which show the measurable aspects of our done-for-you newsletters

Opportunity Labs Stats

# Prospect Experience

- *The Argonautic* (80% machine-generated content)
- *Ecommerce Experiences* (100% human-generated content)
- *Isosceles* (70% machine-generated content)

**[TEST] A Tough 2023?**

1 message

**The Argonautic** <theargonautic@mail.beehiiv.com>  
Reply-To: The Argonautic <bubo@theargonautic.com>  
To: "philip@theargonautic.com" <philip@theargonautic.com>

Thu, Dec 7, 2023 at 6:43 AM

November 22, 2023 | [Read Online](#)

# The Argonautic

## A Tough 2023?

The Good Stuff



💡 The Peter Principle suggests that people in a hierarchy rise to their level of incompetence, as success in previous roles doesn't guarantee competence in new ones.

🗨️ Viewing the principle less cynically, it can be seen as reaching a point that presents an opportunity for growth rather than a limit of accomplishment.

📊 Recognizing this growth opportunity can change how you approach challenges and leadership, encouraging the development of new skills rather than providing direct solutions.

Source: <https://knighterrant.co/a-more-useful-perspective-on-the-peter-principle/>

### Why Digital Marketing Agencies Have it Tough in 2023 | 5-Minute Whiteboard

💡 Digital marketing agencies are facing significant challenges in 2023, with many experiencing revenue declines for the first time in five years due to economic headwinds, the end of cheap money, plateauing internet adoption, and increased competition.

🗨️ Successful agencies are adapting by becoming deep specialists, early adopters in growing sectors, or perfecting their marketing funnel through founder-led thought leadership content.

📊 You might consider specializing, targeting emerging industries, or enhancing your content strategy to mitigate market challenges and maintain growth in your digital marketing business.

Source: <https://sparktoro.com/blog/why-digital-marketing-agencies-have-it-tough-in-2023-5-minute-whiteboard/>

### What is the minimum viable authority platform?

💡 A minimum viable authority platform allows audiences to consume content, follow for updates, and discover more work, with options ranging from social media to email.

🗨️ Email is highlighted as a particularly effective platform for building authority due to ownership of audience relationships and the ability to engage in one-on-one conversations.

📊 Combining different platforms, such as email with audio or video, can amplify the power of an authority platform; you should consider this strategy to enhance your online presence and authority.

Source: <https://therecognizedauthority.com/minimum-viable-authority-platform/>



## How Geography Impacts Positioning

💡 Positioning in business is heavily influenced by scientific principles, particularly the optimal level of competition.

🤖 Discovering the balance between having enough competitors to validate a market and not so many that differentiation becomes difficult is crucial.

📊 Understanding the science of positioning may lead you to reassess market competition and refine your business strategy for better differentiation.

Source: <https://punctuation.com/how-geography-impacts-positioning/>

### BlockStep

BlockStepBlockstep is a ghost dev shop for Creative Agencies and Consultants. Leverage our full-stack team when you need it without the overhead when you don't. Our US-based team can help you scope, price, and build your next client project so you earn more with less hassle.

[blockstep.io](https://blockstep.io)



Ask a Deliverability Expert: Should I Use a Custom IP Address?



infrastructure, which includes the choice between using a shared or custom IP address.

🤖 Custom IP addresses offer full control over deliverability and reputation but require a high volume of emails, technical expertise, and a warm-up process to build a positive sending history.

📊 You must actively manage your IP reputation, adhere to email best practices, and consider technical and volume factors when deciding to transition to a custom IP address for your email marketing efforts.

Source: <https://inboxcollective.com/should-i-use-a-custom-ip-address-or-shared-ip-address/>

## CMO's for Small Businesses

💡 An agency owner is seeking to retire early by hiring a CMO to develop new marketing channels and strategies beyond their existing capabilities.

🤖 Finding someone capable of innovating and creating new marketing channels is difficult, as such talent often commands high salaries in corporations or runs their own businesses.

📊 For small businesses, marketing roles should be structured to execute proven strategies and explore new ones through R&D, with management oversight evolving into a CMO role as the business and marketing complexity grow.

Source: <https://knighterrant.co/cmoss-for-small-businesses/>

## Ask a Deliverability Expert: How Do I Get Off a Spamhaus Blocklist?

💡 Spamhaus is a non-profit organization that combats spam by maintaining blocklists used by email providers to filter unwanted communications, affecting over 3 billion inboxes worldwide.

🤖 Legitimate email senders can mistakenly end up on Spamhaus blocklists, potentially causing significant deliverability issues until they resolve the problem and are removed from the list.

📊 Understanding and adhering to best email practices, including proper list management and sender authentication, can prevent landing on blocklists and improve overall email deliverability.

Source: <https://inboxcollective.com/how-do-i-get-off-a-spamhaus-blocklist/>





## Agency conferences in 2024: 25+ events for digital agencies

💡 The article is an extensive roundup of agency conferences for 2024, including virtual, in-person, and hybrid events, with a focus on U.S. and virtual events, and offers advice on pitching as a speaker.

🤖 Traffic & Conversion Summit's move to Las Vegas and the return of the "Agencies Only" track highlight the evolving nature of industry events to accommodate better accessibility and specialized content.

📊 Attending the right mix of these conferences could significantly enhance your agency's business development, operational strategies, and leadership skills, potentially leading to substantial growth and competitive advantages.

Source: <https://sakasandcompany.com/agency-conferences-2024/>

## Network Building at Events - Knight Errant

📊 You might consider adopting a strategic approach to networking at events, focusing on research, enjoying the experience, and enhancing status through speaking or sponsorship to build a referral network and follow up effectively post-conference.

Source: <https://knighterrant.co/network-building-at-events/>

## Maximizing Your Sellability | Punctuation

💡 Determining the right time to sell a firm involves understanding the EBITDA multiple and ensuring the firm is attractive to potential buyers, with factors such as size, profitability, client concentration, and recurring revenue playing significant roles.

🤖 Narrowly focused firms are more sellable than full-service marketing firms because buyers value expertise and specialization, which makes the firm harder to replicate and the pool of potential buyers more interested and easier to identify.

📊 You should strive for a profitability margin of 15-20% of agency gross income and diversify

Source: <https://punctuation.com/maximizing-your-sellability/>

## Don't Leave Leadership Vacuums | Punctuation

💡 Leadership is essential to prevent a power vacuum that could be filled by disaffected employees, leading to negative consequences within an organization.

🤖 Effective leadership sets the upper limit of an organization's potential, while individual abilities only set the foundational minimum.

📊 You must continuously develop your leadership skills to guide your team effectively and maintain a healthy organizational culture, or risk being replaced by someone who will.

Source: <https://punctuation.com/dont-leave-leadership-vacuums/>

## Consulting Fees Guide: How Much To Charge For Consulting (3 Formulas & Examples) | Consulting Success

💡 Determining consulting fees is a complex challenge for both new and experienced consultants, with strategies including hourly rates, project-based rates, and value-based pricing.

🤖 Many consultants have not tried value-based pricing due to a lack of understanding, despite its potential to create leverage and increase earnings without additional work.

📊 Raising your consulting fees requires a combination of mindset elevation, strategic pricing adjustments, and experimenting with leveraged pricing models, which can lead to significantly higher income and business growth.

Source: <https://www.consultingsuccess.com/consulting-fees#consulting-fees-study>

# Price

- Done-For-You Topical Newsletter: \$2,500/month
- Topical Newsletter + Ads & Network-Building: \$4,500/month
- Research-As-Marketing: \$4,500/month (6 to 12 months duration)
- Executive Network-Building: \$2,500/month

# Terms

- Month-to-month, no long-term commitment or contract
- When we part ways we can train you to take over the process

If you'd like to speak more about your lead generation,  
contact [philip@opportunitylabs.io](mailto:philip@opportunitylabs.io)