

# TOP 10 WAYS TO EXPAND YOUR AGENCY REVENUE

DRIVEN BY SMART INSIGHTS TECHNOLOGY



## Engage, Educate, & Reward for Big Growth!

### ENGAGED PEOPLE DRIVE INNOVATION, CREATE CHANGE & SPUR GROWTH

Expanding, growing and creating steady revenue increases is what every agency wants to achieve. It signifies that your company is on the rise to success and opens the door to reach even greater goals.

Expanding your revenue requires taking the right approach one which focuses on long-term work, the building of agency awareness, as well as anticipating market trends. Additionally, agencies need to build up a strong set of employees, then use those diverse skills to create teams that drive success.

The question is how do you do this? How do you engage and streamline the process so you improve outcomes for your company, your teams and your clients?

The answer is by creating an engagement system which drives buy-in and participation. Doing so means you can not only provide great experiences, but cultivate new ideas and stronger employee & client relationships. Which in turn yields larger and faster ROI.

Let's look at 10 ways to expand your agency's revenue.

Engagement Improves  
Revenue, Customer Satisfaction  
& Promotes New Product Ideas

**BOOST REVENUE  
BY 30%  
THIS QUARTER!**

 Toll-Free:  
800-547-1618



## STEP 1: EDUCATE TO ANTICIPATE

In today's fast-paced world, technology is constantly updating and changing. Anticipating the future is key. To anticipate trends and to spot opportunities requires constant learning. Investing in your best brand evangelists, your employees, by rewards, kudos, public thanks, etc. is a fantastic way to grow your business' brand across multiple channels. But, also make sure your training is the best it can be. Keep it and them updated.

Look for industry leaders and see what materials you can bring into your organization then create a system that monitors, engages and rewards for participating and finishing the different learning modules. Doing so almost guarantees success for employee retention and growth.

## STEP 2: CREATE PROCESSES THAT WORK AND KEEP WORKING THE PROCESSES

As you educate your employees, look for ways to create repeatable processes. Processes that can be performed by everyone, even team members who are not yet experts in their field. This will save management time to focus on strategy and teach junior team members how you want things done.

## STEP 3: TRUST AND GET OUT OF THE WAY

As you set up processes, there will be times you doubt and want to change everything. Don't. Instead, trust the process no matter how hard it may get. If you're in leadership then realize that people are going to follow your lead. If you are a deer caught in the headlights and give a myriad of excuses as to why it couldn't or shouldn't work, you're dooming the processes. You have to instill confidence by "owning" your position and completely getting out of the way. Trust the processes, work the processes and after enough time, improve them but don't knee-jerk react and make changes.



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



## STEP 4: USE ANALYTICS

Constantly reevaluate your efforts. How are you keeping customers and employees engaged? Are you using incentives to engage people? If so, what are the best rewards are for your users? To find out, you can conduct periodic surveys and if you're using an engagement platform, you can combine the survey answers with the data from your system to conduct even deeper analysis. Doing so means you can uncover what activities are engaging them, when they are engaging, what rewards are motivating them, etc. Once you have compiled everything you can tweak activities, adjust reward triggers and also implement any user suggested rewards all of which builds stronger engagement, loyalty and boosts agency revenue.

## STEP 5: BE EVERYWHERE

One of the most important ways to build revenue is to build your brand's exposure. You can do this through various means such as; Facebook ads, hiring SEO experts, or attending and sponsoring the right events, but don't overlook an organic approach. Empower everyone to become a brand ambassador, especially your employees who are likely your strongest voices in telling the world your story. Brands with strong user-generated content nearly always enjoy much more sustainable growth than their competitors. Incorporating user generated videos, photo galleries, blog posts and other forms of content for your entire customer community to access anywhere they are engages more customers. These customers then repeat the cycle as they generate authentic content that is transparent, socially-integrated, personalized, data-driven and insightful, all of which leads your businesses into more success.

## STEP 6: KEEP INVESTING

There are many ways to invest in your agency to see a growth in revenue. You can recruit top talent which creates a reputation for top notch work. But make sure you also invest in your best brand evangelists (again, usually your employees) by giving them rewards, kudos, public thanks, etc. This is a fantastic way to make Step #5 work. Also invest in the best training you can and keep it updated. Look for industry leaders and see what materials you can bring into your organization and then create a system that monitors, engages and rewards for participating and finishing the different learning modules. Doing so almost guarantees success for your agency.

## STEP 7: BALANCE

Balance is important. As you invest in people, engagement and other marketing always keep a complete eye on the whole picture. Look for where you can wisely spend so you keep your expenses justified. If analytics are telling you what's working and what's not, adjust spending to go towards what's working. Also, make sure you're evaluating processes especially when it comes to sales. Build systematic and easily replicated sales processes where you've defined your ideal customer profile and tested all the promotion and engagement channels. Get this right, keep everything in balance and you will scale your business in a quick but manageable way.

## STEP 8: CONNECT WITH YOUR CLIENTS

Every client and company has a story to tell. And if you've managed to get your company everywhere so you're easily accessible then you can keep your finger on the pulse of what's going on with your clients and their companies. Then, when your agency truly understands your client's needs are, you can engage them and their audiences with far more clarity, impact and opportunity via shout outs on social media, congratulatory emails, etc. All of these engagements generate a feeling of relationship and build a connection that encourages repeat business and brand evangelism.

### Our Success Stories



CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

## STEP 9: SOLVE PROBLEMS

Go beyond your actual product and give clients something that makes their life easier on a regular basis. Customers are smart and they know when someone is just trying to squeeze more out of them vs. delivering more value. Helping a customer get exactly what they want without compromise & feel good about it not only makes a company more money, it makes the customer happier for the long run. Offering personalized experiences, relevant recommendations, and products that truly are worth spending a little extra on makes it easy to garner more referrals and generate more brand loyalty. You'll have customers who rely on you for more than just your product or service. You'll be almost irreplaceable!

## STEP 10: BE THE BEST, KEEP BEING THE BEST!

You have the best product, you keep pushing to improve it, you have nurtured and cultivated loyal customers and brand advocates, now what? Simple, identify where you can best help these clients, stay laser-focused on creating success for them. Then, combine your current success with any of the above strategies. Doing so, helps you almost guarantee a success and expand your agency's revenue.



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## CONCLUSION

Creating a customer and employee engagement program is a great way to drive more repeat orders, build loyalty, get referrals and grow your agency's brand for the long run. Finally, really consider implementing a loyalty program so you can focus on retention first. You will find this leads to overall sales growth. Yes, it's counter intuitive but it's a proven strategy that cultivating relationships with your current customers is more cost effective and easier than just pushing to find new ones. Your loyal customers will refer you time and time again and keep buying from you which creates great ROI while growing your agency organically.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what I've discussed to increase their sales? Connect with us today!

## Get A Free Personalized Engagement Strategy Session

Email: [Sales@NextBeemedia.com](mailto:Sales@NextBeemedia.com)

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

## Trusted by Leading Brands - Loved by Small Businesses



"NextBee has helped by implementing and maintaining a robust loyalty program which provides incentives for our customers to initially begin purchasing with us, to continue to purchase with us and to share any of our products with people they know and to also be good ambassadors of Eniva products."

Mary Veloske  
Vice President



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