

Peter Levitan & Co. Fact Sheet

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Everything I do is designed to help you increase new business and profitability at your advertising, digital or design agency.

I've built my advertising agency consultancy to help small and medium size marketing communications agencies build more effective business development programs.

My plans are very detailed, specific and customized to meet the needs and skill sets of your agency. I do not have a 'one-size fits all approach'.

Personal History

As an agency owner myself, I've walked in your shoes, sat in your meetings and dealt with your challenges. I know how to successfully position and market regional, national and international agencies. I am the only ex-agency CEO and global agency Business Development Director working as an advertising and digital agency business growth consultant.

I was the Business Development Director at Saatchi & Saatchi Advertising Worldwide. During my 16 years at Saatchi my titles included Management Director in New York, European Director in London and General Manger of the Minneapolis office.

I bought and sold three ad agencies including my Portland agency Citrus. I understand how to grow and manage profitable agencies, how to nail business development and how to create value for agency shareholders.

Big wins: I've pitched and won business from Boise to Dusseldorf to Seoul from clients including AT&T, Blue Cross, Dr. Martens, Harrah's, IBM, Idaho Power, Intel, John & Johnson, Legalzoom, Montana Lottery, Microsoft, Nabisco, Nike, Northwest Airlines, Providence Health & Services, Radiohead, Time-Warner and The United Nations.

I get digital: From 1995 to 2002, I was CEO of two industry-leading Internet technology and publishing start-ups in New York and New Jersey. ActiveBuddy helped people talk with computers way ahead of SIRI. Microsoft bought our technology. The Newspaper Association of America named me its 1999 New Media Pioneer.

I wrote the definitive pitch book. *"The Levitan Pitch. Buy This Book. Win More Pitches."* is a best selling 'how to' on presenting and pitching to help you win the

accounts your agency deserves. It's available on Amazon.

My Programs.

1. The Business Development Plan – 5 Weeks To Success

I will collaborate with your agency and business development team to deliver a customized, detailed plan with clear objectives and strategies. We'll hone your agency's brand positioning and, importantly, develop brand messaging and targeting strategies that will help you stand out.

Everything I do is designed to generate qualified, high-margin leads. It's all about building your sales pipeline – and then closing the deal.

My plans generally run over 25 pages. These are the core deliverables.

- **Market Opportunity Assessment:** Identify your agency's business opportunities based on a review of your expertise, current revenue sources, case histories, prospective client criteria and competitive marketplace research.
- **Standout Brand Positioning:** We will work together to craft (or hone) a brand positioning that will provide clear market differentiation and powerful reasons for clients to want to meet with you. I've written extensively about the power of having the right competitive agency positioning on my blog.
- **Compelling messaging.** We'll identify how we will describe your agency and add dimension to its key message(s). Importantly, we will look at specific thought leadership strategies that deliver "WOW's" that result in broad market awareness and attention.
- **Website review:** I admit it... I think that most agency websites do not provide a strong sales oriented message or chemistry-building (understatement). I can help here. I've been building corporate, news and agency websites since 1995.
- **Client Identification:** I'll provide strategic guidance on list building criteria, development resources and on-going list and CRM management.
- **Inbound & Social Media:** I have a set of proven systems and competitive tools that will help you build an efficient social media oriented client '*attractor*' strategy.
- **Outbound Marketing.** We will determine who are your best prospects and the outbound strategies that get them to sit up and take your calls – or, better yet, have them contact you.
- **Benchmarking.** I add dimension to my specific recommendations by providing a look at a range of like-minded agencies that are doing it right. I'll review their

positioning, branding, thought leadership, website and social media program.

- **IP development:** What do you have or know today (research / thought leadership / technology) that will be of interest to your target market. I've unearthed some hidden gems.
- **Business development management.** Your sales (yes, its sales) program has to run on a consistent 24/7 basis. I'll work with you to structure your system and team to meet this critical objective. This is where most agencies fail.

2. One-to-One Consultation.

I also offer my experience and services on an hourly basis to help agency management make the right decisions. Some agency management teams are looking for general guidance, business insights and a sounding board rather than a new detailed business development plan. I've used my 30 years of agency management experience to advise agencies on their branding, sales proposition, process management, use of social media, RFP development, thought leadership programs, pitch design and agency-of-the-future planning scenarios.

My Guarantee = **Action.**

I am first and foremost interested in developing actionable programs and sustainable success. I will work within your agency's culture and skill-sets to customize my programs to meet your needs and help you stay the course. Business development only works if it is run on a daily basis.

I use individual 1:1 consultation, group meetings, webcasts, Skype... even the phone to efficiently interact with agencies and build actionable recommendations. Then I keep the momentum going with scheduled touch-points. I'm dedicated to delivering a high ROI. That is my MO.

Let's Meet.

Take my Corleone Offer...

Let's meet for fifteen minutes—just 0.25 on the timesheet—to discuss how I could help you plan for growth.

You will walk away with at least one business-building insight. Please visit my website at www.peterlevitan.com for more information and my over 500 blog posts on the future of advertising and digital agencies.

I look forward to talking with you.

Peter