

A New Business White Paper – March 2013

Seattle Advertising and Digital Agencies and Their Love Of Social Media

Background:

After studying over 1,000 advertising and digital agency websites across the world on my [Pinterest Agency Website Directory](#), I have concluded that the use of social media feeds and copy on agency home pages has become de rigeur. I am not sure just when this phenomenon happened, but jamming in social media on the home page is now part of the fabric of agency websites.

After watching this much social energy, I decided to dig deeper to quantify the usage of Twitter, Blogs, Facebook and G+ on Seattle agency home pages. To be clear, this review is of the use of actual Tweets and posts and not just the inclusion of social media logos which now appear on virtually every agency website.

My Findings:

Out of 45 Seattle agency website home pages:

14 have a Twitter feed (33%)

10 have Blog posts (22%)

3 have Facebook feeds (7%)

1 has a Google+ feed (ask me why this is a big missed opportunity for you)

7 agencies have more than 1 feed from Twitter, Blog, Facebook and G+

Phinney Bischoff wins the award for *most* Twitter and G+ home page social feeds. Most *elegant* feeds goes to Egg. Wexley, no surprise, wins the *not me-too* award.

Conclusions:

Some early adopter agencies, circa 2009 or so, began using Wordpress to move their sites from static to active. If my recollection is correct, the first set included The Barbarian Group and Big Spaceship. The goal was to be able to present the agency in real time using CMS tools that allowed agencies to lasso the pace of industry change.

In the past five years we have seen social media awareness and desire boom within client ranks to become an expected agency skill-set. Clearly this is a key factor in agencies wanting to demonstrate social chops as quickly as possible.

By 2013, CMS tools rule (or should rule), Flash has become rare (it now feels like yesterday's technology) and social media feeds and/or Blogs are commonplace.

Is the ubiquity of home page social media a good thing? I am of two minds on this.

1. Including social feeds allows agencies to post real-time thinking on their home page. This sounds reasonable. But this benefit is compromised when you actually read the Twitter feeds. The nicest word I can use for the great majority of shared Twitter messaging is "*boring*" (see some examples below.) As is often the case, success relies on execution. It isn't whether or not you imbed feeds or posts, its what they communicate about the agency that adds value or not. Read some of the feeds. It is very difficult to see the business development strategy behind the copy.

Bottom line. OK, go ahead. But, post compelling content that drives a single-minded agency message or bag it. Also, consider the relative value of cluttering up your home page, If you must, why not show Tweets, etc. deeper in your site?

2. Don't do it. 23 agencies out of 45 include social media feeds. This is a recipe for a sea of sameness that doesn't help propel any these agencies into the land of distinction. Do you really think that a prospective client wants to read Tweets like these (I've made them anonymous to protect the innocent)...

Democracy has been sold to the highest bidder. Learn more here: URL

"agency name" Standardizes on AdobeMarketing Cloud: URL

#LinkedIn an easy, great place to collect customer testimonials URL #social

Hey have a safe and happy 4th you guys!!!

When to listen to advice and when not to. URL via @INC

Social media, content and self-publishing are now part of the agency communications toolset. But, a business development oriented strategy must guide our social programs because it is critical that we employ these tools to drive client interest and sales.

Patting my own back, I'll congratulate myself for creating the Pinterest agency website directory. This is social media in the employ of a clear business development objective:

I deliver value to *you* to generate awareness of *me*.

Let's talk about growing your agency. Give me 15 minutes to show you how I can help.

For more information and business development Insights visit: www.peterlevitan.com