



**WordPress  
Ventures**

# Scaling the **Digital** **Agency** of the Future

Sponsors



## Today's Hosts & Presenters

Rich Watts / Co-Founder - SiteBox

Mark Lethbridge / CEO - Gravity Global

Richard O'Connor / CEO – B2B Marketing

Helen Anderson / Managing Director - thenetworkone

Jim Hawker / Exited Agency Founder / Fractional CMO

Andrew Scott / Partner / Alpha FMC

Sabrina Chevannes / Founder / Complex Creative

Shaun Uthup / Founder / Sozo Design

Paul Fawcett / Co-Founder - SiteBox

6 November 2024, 12:00 PM UK time

**SITEBOX™**

# What we'll cover in today's session



Rich Watts  
Co-Founder  
SiteBox

1

## Building a Value Based proposition to future proof your Digital Agency

Mark Lethbridge  
Group CEO, Gravity Global

2

## What are Brands looking for from Digital Agencies

Richard O'Connor  
CEO, B2B Marketing & Propolis

3

## Successes, failures & advice on scaling Digital Agencies

Helen Anderson  
Managing Director, thenetworkone

Scaling the Digital Agency of the future  
WordPress Ventures Event Series



Keynote Session

# Building a Value Based proposition to future proof your Digital Agency



Mark Lethbridge  
Group CEO  
Gravity Global

Scaling the Digital Agency of the future  
WordPress Ventures Event Series



Keynote session

# Building a Value Based agency proposition, in Digital



Mark Lethbridge  
Group CEO  
Gravity Global

1

**What unique value can you provide that is difficult to find elsewhere?**

The key lies in discovering your specialisation. Without a clear specialisation, your chances of achieving long-term success diminish.

2

**Is your relationship transactional or strategic?**

Do you have a multi touch immersive presence in your client organisations?

3

**Be future fit!**

Is your business addressing an unmet need?

Is it what marketers are searching for?

# Building value: deeper relationships and specialism



Mark Lethbridge  
Group CEO  
Gravity Global

1

Practical strategies for building deeper, long-term relationships with clients, focusing on trust, personalized service, and becoming a strategic partner rather than a vendor.

2

The Power of Specialisation - The benefits of focusing on niche markets or specific technologies (e.g., headless WordPress) to stand out in a crowded market and become an industry leader.

# Data driven decision making, know your business & audience needs



Mark Lethbridge  
Group CEO  
Gravity Global

1

Leverage data and analytics to make informed decisions and track performance of what works within your agency and for your clients.

2

Just as we drive our clients to know their audience, we need to practice what we preach, understand your TAM and their pain points in order to better serve them.

Expert Session

# What are brands looking for from Digital Agencies



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

Scaling the Digital Agency of the future  
WordPress Ventures Event Series

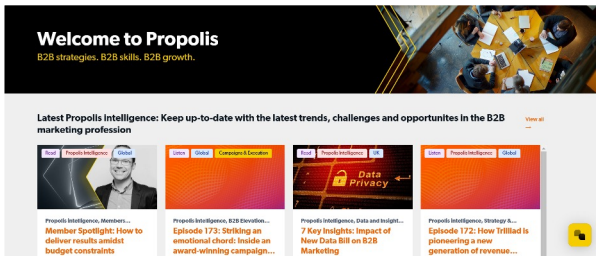


Expert Session

# B2B Marketing : Who are we



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis



Scaling the Digital Agency of the future  
WordPress Ventures Event Series





# Strategy & Impact



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

1

From service provider  
to strategic partner

2

Advice based on data and intelligence with  
approaches that deliver tangible business  
impact and demonstrable growth

3

Understand the evolving landscape  
and advise on how to act

4

How can the agency help them  
become more 'Commercial Marketers'

# Specialisms win with Clients!



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

1. Benchmarking and tracking performance
2. Value / effectiveness of agency
3. Sector & digital research Intelligence
4. Personalisation of user experiences
5. AI tools for content creation & changing the customer CX

## Client-side marketers need more specialist help than ever before

- Deep understanding of the client's industry and segments
- Technical expertise - what clients should and shouldn't do (especially in AI)
- Breadth vs depth - Demonstrating true expertise

# Flexible Operating Models



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

- Shifting client needs
- Economic volatility
- Rapid technological change
- Pressure to do more with less



**Modularised services**

**Scalable resourcing**

**Flexible pricing**

**Agile project management**

# Challenge the status quo!



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

- Ideas that cut through the sea of sameness
- Push creative boundaries
- Process innovation not just creative
- Find your place in Brand and demand eco system

*100% increase in entries to 'Best Brand Initiative' & 100% increase in entries to Best Lead or Demand Generation Initiative.*



# What can agencies do to get noticed and win!



Richard O'Connor  
CEO  
B2B Marketing  
& Propolis

1

## Give to give

Offer expertise and practical advice freely

2

## Adaptability

Flexible ways of working and pricing models

3

## Expertise

Have a perspective and don't be afraid to be bold

4

## Win Awards

You can't win if you don't enter - Being shortlisted is enough

Panel Discussion

# Successes, failures & advice on scaling Digital Agencies



Helen Anderson  
Managing Director  
thenetworkone

## Today's Panelist's

Jim Hawker / Exited Agency Founder / Fractional CMO

Andrew Scott / Partner / Alpha FMC

Sabrina Chevannes / Founder / Complex Creative

Shaun Uthup / Founder / Sozo Design

Scaling the Digital Agency of the future  
WordPress Ventures Event Series





## Panel discussion questions

How do you see the role of digital agencies evolving over the next 5–10 years?

How can digital agencies effectively differentiate themselves in a saturated market?

What key technologies or tools should digital agencies adopt today to stay competitive tomorrow?

What strategies should agencies use to scale their operations efficiently while maintaining quality and client satisfaction?

## Panel discussion questions

What challenges do digital agencies face when working with enterprise clients, and how can they overcome them?

What role does data and analytics play in scaling a digital agency, and how should agencies leverage it for growth?

What's the strangest thing a client has ever asked you to deliver digitally?

In an age where client needs and technology are constantly evolving, how can agencies balance agility with long-term planning?

The tech is so important but so are the people, how can effective agencies ensure they are getting the most out of both?



# Thank you for joining us!



Next  
Event

## How AI can change the way we manage website experiences

Go beyond the buzzword to see the crucial role AI plays for UX, customisation and task management that are being deployed by agencies across the digital eco system.

**3rd December 2024, 12pm-2pm**  
Balthazar, Covent Garden, London

Scaling the Digital Agency of the future  
WordPress Ventures Event Series



# SITEBOX™

Next  
Webinar

## Solving agency website operations & delivery pain points

Get insights from leaders who have built scalable processes that connect with creative, strategy, development and website management into one high performance eco system.

**4th December 2024**  
Webinar 1 - USA PST 10am // Webinar 2 -Europe CET 2pm



Paul Fawcett  
Co-Founder / SiteBox  
Agency Partnerships

