Checklist 9: Updating Your Agency Knowledge / Systemizing Your Agency

Project Name: _____ Date: _____

Updating your agency knowledge is an added advantage for your agency in that boosts your professionalism. Developing the necessary knowledge enables you to run your operations smoothly and to further systemize your operations thereby avoiding confusions and substandard performance. It is worth noting that the digital market is always evolving and as such, it is important to keep upskilling yourself and your staff in order to keep up with the changing landscape. Here are factors to address when updating your knowledge and systemizing your agency.

Part 1 – Updating your Skills

		Yes	*No*
1	Identify skill gaps within the agency and how to address them	☐	☐
2	Adopt personal development plans for you and your staff	☐	☐
3	Enroll in online classes in your line of interest	☐	☐
4	Try out new tools and innovative technologies to boost your learning	☐	☐
5	Subscribe to relevant podcasts	☐	☐
6	Engage in webinars and networking programs along your line of interest	☐	☐
7	Attend conferences where experts in your line of interest are presenting	☐	☐
8	Ensure you are knowledgeable on email and content marketing	☐	☐
9	Familiarize yourself with SEO and Facebook advertising	☐	☐
10	Develop your knowledge of running digital campaigns	☐	☐

Notes

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11	Develop your business management skills in order to better manage your projects	☐	☐
12	Utilize your digital marketing skills to gain measurable results	☐	☐
13	Read books about digital agencies and entrepreneurship for motivation	☐	☐
14	Test out new trends in your niche to sharpen your expertise	☐	☐

Part 2 - Systemizing your Agency

15	Create digital checklists and templates for repeatable tasks	☐	☐
16	Document your content management processes	☐	☐
17	Develop processes to foster consistency and boost customer satisfaction	☐	☐
18	Consider using tools such as Google Drive, Trello, and Confluence to manage yyour processes	☐	☐
19	Develop documentation for client management processes	☐	☐
20	Update your documentation and processes regularly to include new additions	☐	☐

Notes

When setting up your digital agency, you may not necessarily have the ability to employ new staff and as such, it is important to learn and update your skills so that you can be able to execute the tasks on your own.

Notes

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