Checklist 18: Enhancing Your Service Offerings

Project Name: _____ Date: _____

After establishing your agency, systemized the processes and put in place marketing strategies for your agency, including your team, the next step is refining or enhancing your service offerings. Enhancing your service offerings entails devising strategies that foster the provision of complete packages, as well as refined services to potential clients. Notably, very few agencies are able to provide full-house services to clients and as such, it is imperative to partner with other agencies to substitute for the lacking services on your end. One of the advantages of enhancing your service offerings is that when you partner with other agencies, you are better positioned to enjoy their expertise. Here are points to consider when enhancing your service offerings.

Refining your Services

		Yes	*No*
1	Consider productizing your services	☐	☐
2	Refine your clients by avoiding the overtly high maintenance clients	☐	☐
3	Consider automating your systems to increase productivity	☐	☐
4	Invest money in paid advertising as a way to refine your sales	☐	☐
5	Refine your systems to create efficiency	☐	☐
6	Request referrals and reviews from your completed projects	☐	☐
7	Consider over-delivering for your clients to increase visibility	☐	☐

Notes

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8	Determine whether to operate full time based on your sales	☐	☐
9	Refine your communication strategies	☐	☐

Enhancing Service Offerings

10	Consider outsourcing PPC through a white label marketing agency	☐	☐
11	Apply hybrid resell strategies for time consuming service offerings such as social media management	☐	☐
12	Use tools such as Quuu for social media management	☐	☐
13	Consider outsourcing entirely to white label companies such as the 99 Dollar Social	☐	☐
14	Hire white label writing services for your clients' content creation	☐	☐
15	Include SEO tools and white labeled services on your dashboard	☐	☐
16	Source white label services for SEO link building	☐	☐
17	Consider white label services for speeding up websites and app development	☐	☐

Notes

White labeling is beneficial to your agency when the task at hand is too large or time consuming and you have no expertise in the areas. Further, by sourcing white label services, you are better positioned to become a full service agency through forming partnerships.

Notes

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