



## Agency: Starting a Creative Firm in the Age of Digital Marketing

*Rick Webb*

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## **Agency: Starting a Creative Firm in the Age of Digital Marketing** Rick Webb

As large agencies have struggled to adapt to the digital age, they have come to rely on these freelancers and specialists. These specialists have begun forming shops of their own - the new modern version of the agency. Increased marketing fragmentation and brand's need for specialists means that the time has never been better for a freelancers or niche service providers to build their own small firms. All they're missing is the guidance they need to find their footing.

While specialist agencies and freelancers are highly skilled, most have a lot to learn about the mechanics of starting and running an agency. Many of these specialists come from a different background than those who traditionally started agencies: they come from the internet, not the ad world. In Agency, Rick Webb provides a comprehensive guidebook - giving readers the knowledge, strategies, and understanding they'll need to make the exciting transition into a modern creative services firm. Drawing from his experience running his own digital ad agency and working with countless innovative tech start-ups, Webb focuses not just on how to get started, but how to survive in a competitive marketplace. This is a hands-on master class in everything that the agency manager needs to know. From understanding small business banking, to deciding how to price a job and manage procurement, to winning new business, Agency provides everything from basic business and leadership skills to insider tips and industry information. Webb outlines the shape of the ecosystem in which new agencies will be finding their place. Packed with personal anecdotes from his time starting and running the highly successful Barbarian Group, Webb provides practical techniques for building an agile company.

Modern agency upstarts need a different sort of education, and Agency provides a remarkable crash course.

## **Agency: Starting a Creative Firm in the Age of Digital Marketing Details**

Date : Published January 6th 2015 by Palgrave Macmillan

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Author : Rick Webb

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## **From Reader Review Agency: Starting a Creative Firm in the Age of Digital Marketing for online ebook**

### **Martin Bihl says**

to read my review, please visit <http://the-agency-review.com/agency>

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### **Dave Skaff says**

Rick Webb is to the rise of creative digital what Dr. Ruth was to sex in the 80's. So: if you are in a creative agency of any sort, read this book. Now.

If you're a creative entrepreneur (or have ever considered becoming one), this is literally the best \$20 you will ever spend. If you are an employee, you will find deep wisdom that colors your understanding of the company, the competing interests that your employers face and the importance of your role - whatever it is - in contributing to the health of the entire company.

Rick paints a clear picture of the arc of a creative company from vision to exit, providing clear, tactical advice on how to handle tricky situations with respect and, more importantly, how to avoid getting into many of them in the first place.

Looking back, I probably truly understood about 25% of this book when I started my own company, The Science Project (though I thought I knew much more). Five years in I probably knew maybe 50% of what this book has to offer - but only after spending countless hours (and dollars) learning only that much. This book completed a picture for me and has helped me to resolve more than a few current roadblocks and frame the future of my company more clearly to the benefit of my partner, our advisors, and our employees. (OK also: my wife.)

Instant classic. Entertaining read. Indispensable handbook. And again: the best \$20 you will ever spend on your company and career.

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### **Jesse Kanner says**

#### **Soup to Nuts**

Webb has thought of everything in this book. It's a real world crash course in how to actually start, build, run and ultimately sell an agency.

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### **Diogo Freire says**

Great book to get a crash course on starting your own agency. Heavily based on Marketing agencies (as opposed to only digital ones) and to the United States market though.

## **Benjamin Wallace says**

Step by step by step. Very enlightening stuff that gets right to the nuts and bolts. Even if you're looking at starting a traditional shop, there is a ton of helpful information.

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## **Marc Hampson says**

### **An important must read**

Not often do I find a book that is exactly what I hoped it would be. If the title applies to you - I cannot recommend it highly enough.

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## **David Cutler says**

### **One of the few books I've read multiple times**

The ultimate Book Club topic. Share it with a vendor and a client ... to be a partner and a friend.

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## **Bruce Kirby says**

Great book on starting a creative marketing agency in the digital age. It covers everything.

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## **Jacek Gr? says**

Doing it right now. Wanted to see if there's anything we were missing, there were a few things. Book is solid. Disagree with a few things, but book is solid. Highly recommended if you want to roll your own shop.

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## **Glenn Schmelzle says**

Rick gives a very realistic view of an agency's journey from nothingness to being viable and onto thriving. He doesn't sugar-coat anything; instead he says where hurdles normally show up. He honestly admits how he tried to get over hurdles, both the failures and the successes. Takes humility and bravery to talk like this. As another agency owner, I appreciate it.

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