



ProsperGroup
Find Your Path

 ***THE DIGITAL ACCELERATOR PROGRAM***



HOW YOU CAN HARNESS THIS OPPORTUNITY —AND SEIZE PROFITS?

To truly integrate digital into your firm’s culture, account teams must consider the entire PESO ecosystem of content: Paid, Earned, Sponsored and Owned. The goal is to deliver effective solutions in each field.

Synergy occurs when each field succeeds on its own—while fueling the momentum of the others. We call it “mastering PESO”—and for agencies that do it, the rewards are huge. For proof, simply look at the growth rates of modern agencies such as Edelman, Weber Shandwick, and W2O.

We all know clients hire agencies with the best ideas, resources and capabilities. Prosper Group can help position your agency to realize the potential of digital disruption— and become each client’s lead agency and PESO master.

Our team has a proven, effective system to help you navigate the changes required to infuse digital into your agency’s DNA.

OUR AREAS OF EXPERT ASSESSMENT



Years from now, the winners will be those who have led the migration to PESO-driven digital services. Yet, agencies that only continue to primarily rely upon tactics of the past ... such as writing press releases, making phone calls and holding press briefings ... and as a result those agencies will continually lag behind the forward-looking firms.

With [Prosper Group](#) your digital transformation will be inspiring and empowering. Soon, your clients will realize “you get it.” You’ll be offering cutting-edge strategy and services that will ensure you stay competitive. Ultimately, we’ll position you as a digital leader and boost your agency’s market value.

YOUR SOLUTION FOR EVOLUTION —THE DIGITAL ACCELERATOR PROGRAM™

Our exclusive Digital Accelerator Program will position digital at the heart of your agency's value proposition. It combines tactical methods with practical advice. And it rapidly generates new digital opportunities.

We're not selling a basic, cookie-cutter plan. Our program is customized to your agency's challenges and opportunities. Here are the areas that every agency needs to assess from the vantage point of strategic and tactical delivery.

TO BE A MODERN, THRIVING AGENCY YOU MUST CONSIDER SERVICE OFFERINGS IN THESE KEY DISCIPLINES:

STRATEGY

DIGITAL MARKETING
SOCIAL MEDIA
MOBILE
SEO/SEM
SYSTEMS DEV.

MEDIA

PAID STRATEGY
PLANNING/BUYING
OPTIMIZATION
REPORTING

USER EXPERIENCE

USER PERSONA
INFO ARCHITECTURE
MOBILE DESIGN
WEB ANALYTICS

RESEARCH

SOCIAL INTELLIGENCE
WEB/SOCIAL MONITORING
CAMPAIGN ANALYTICS

CREATIVE

CONCEPT DEV.
CONTENT STRATEGY
VISUAL DESIGN
VIDEO PRODUCTION
ANIMATION

TECHNOLOGY

RICH WEB APP DEV.
MOBILE APP DEV.
SOCIAL TECH DEPLOYMENT
CONTENT MANAGEMENT

After your strategic and tactical assessment is complete, we'll advise on whether to build, ignore, buy or bring in partners in order to deliver the services above.

For instance, we may advise a "build vs. buy" strategy for higher-margin services—and a "partner vs. ignore" strategy for lower-margin services. It truly depends upon what makes the most sense for your agency.

A STRUCTURED PLAN FOR DIGITAL ACCELERATION —AND RAPID SUCCESS

It all begins with a thorough assessment of the structure, vision and resources of your agency. The ensuing process includes digital vision development, achievable detailed recommendations, a viable action plan and timelines for execution. Rest assured, we'll ensure each recommendation aligns with your agency vision.

ASSESSMENT AREAS:	TRANSFORMATION ZONES:	DIGITAL OUTCOMES:
LEADERSHIP & TALENT	<ul style="list-style-type: none">· TOTAL RESOURCES REVIEW· RECRUITMENT NEEDS & SPECS· JOB DESCRIPTION & INCENTIVE	>> BUILDING EFFECTIVE LEADERSHIP AND RESOURCES FOR PROFITABLE DIGITAL SERVICES
ORGANIZATIONAL STRUCTURE	<ul style="list-style-type: none">· VISION & BRAND PROPOSITION· PRESENTATION & PROPOSALS· DIGITAL BUSINESS OPPORTUNITY	>> HAVING MODERN AGENCY STRUCTURE IN PLACE THAT FOSTERS EFFICIENT DIGITAL DELIVERY
TEAM PROCESSES	<ul style="list-style-type: none">· PRODUCTION CAPABILITIES· CLIENT COMMUNICATION· NEW BUSINESS DEVELOPMENT	>> CREATING A SYSTEM THAT SUPPORTS HIGH QUALITY TIMELY, DIGITAL PRODUCTION
INFORMATION TECHNOLOGY	<ul style="list-style-type: none">· PROPRIETARY TECHNOLOGY· SOFTWARE & DATA INTEGRATION· RESEARCH A& INNOVATION	>> DEVELOPING SOLUTIONS TO BUILD CUSTOM SOLUTIONS AND A UNIQUE BRAND PROPOSITION
AGENCY CULTURE	<ul style="list-style-type: none">· COMPANY VALUES· EDUCATION & TRAINING· INTERNAL COMMUNICATIONS	>> ENSURING THAT DIGITAL INNOVATION AND LEADERSHIP IS SHARED BY ALL STAFF
INSIGHT & EFFECTIVENESS	<ul style="list-style-type: none">· ASSESSMENT OF WORK· ANALYTICS & LISTENING· CAMPAIGN MEASUREMENT	>> UTILIZING SMART TOOLS TO OPTIMIZE INSIGHTS, PRACTICES AND MEASURABLE RESULTS

LET'S INVIGORATE YOUR AGENCY—AND IMPROVE YOUR REPUTATION

Simply tap into our expertise and evolve today. **Prosper Group** will help navigate the shifting terrain and enhance your unique value proposition; assuring your agency's competitiveness and relevance in the future.

Our 5 five step process will guide you through the process of creating a powerful, future facing digital positioning for your agency:



Take the first critical step—connect with Prosper Group today:



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