Agency tips to Marketing
The relationship between procurement, marketing and agencies isn’t always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.
1. **Leverage our expertise**
   We’re all experts in our respective fields, let’s respect that and use it to work efficiently together.

2. **Respect our time**
   Allow sufficient time to complete the process. Be responsive and respectful of each other’s time.

3. **Be open and collaborative**
   Be open, collaborative and trust in us as partners. The best people deliver the best results.

4. **Understand the engagement process**
   Involve procurement early, and align your objectives and expectations with them.

5. **Post contract**
   Establish the KPIs and set measurement benchmarks at the beginning of the relationship, and continue to review with us on a regular basis.

6. **Scope and category clarity**
   When compromises are made around scope, make sure the story is mutually articulated into our team.

7. **Partner with us**
   Be clear about your objectives and consider long-term brand building as well as short term activation. Consider also the 60/40 rule that will help grow the business now and in the future.

8. **Involve us**
   Be fully transparent from day one. Make us aware of the things that will impact us, for example, if in-housing is on the agenda and share any on-going changes in business results.

9. **Be open to new pricing principles and models**
   There are many new and alternative ways that we can deliver profitable ideas. Creativity and innovation aren't developed the same way every time. Involve the procurement team and consider new pricing models.

10. **Be clear**
    Understand the business issue you want solving and the outcomes. Business outcomes, not just inputs and outputs, should be the frame of reference for the Statement of Work.
Marketing tips to Agency
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3. **Be open and collaborative**  
   Understand our culture, what is important to us and the way we work. Help us understand how you work to deliver your best ideas so we can build an honest, productive and mutually beneficial relationship.

4. **Understand the onboarding process**  
   Respect and work with the process we have developed with our procurement colleagues so we can move quickly to get the right commercial structure in place and comply with our internal sign off protocols.

5. **Post contract**  
   Help us get organised so our teams can work together efficiently with agreed KPIs, benchmarking and formal reviews scheduled to evaluate our collective performance. We don’t want time or resources wasted.

6. **Scope and category clarity**  
   Work with us to agree a well-defined scope of work at the outset, and make sure it is kept up to date as requirements inevitably change over time.

7. **Partner with us**  
   Advise us how best to optimise our investment in marketing communication so we achieve profitable growth by strengthening our brand and customer franchise over time.

8. **Involve us**  
   Be transparent with us so we can understand the implications of our decisions on the way you run your business.

9. **Be open to new pricing principles and models**  
   We are open to negotiation on the best formula for remuneration which rewards great work and is value for money.

10. **Be clear**  
    We expect you to challenge our brief until you have the clarity to ensure your work will result in significant business impact for us.