Online Evolution Planner

EightTrails

Step 1 – Take Stock

Rate your agency's current capabilities in each of the following skills, awarding a 3 for super-strong, a 2 for competent, a 1 for struggling, and a 0 for non-existent.

_____ Analysis – spreadsheet math

_____ Concept – campaign themes, headlines, taglines

_____ Content – long-form writing such as press releases, brochures, articles

_____ Design – print design and especially web design

_____ Media buying – especially if you already understand online media buying

_____ Project management – scheduling, budgeting, and allocating resources for complex projects such as corporate video or TV commercial production

_____ Public relations / word-of-mouth marketing

_____ Research

_____ Web development – HTML, CSS, Javascript, and either .NET or PHP

Step 2 – Identify Immediate Opportunities

For each of the skills above that you rated 3 or 2, circle that skill each time it appears in the list below. (All of these services require your core agency skills of marketing planning, account management, and reporting.) Are there any services for which your team is already super-strong or competent in ALL of the core skills? If so, those are good options for the first phase of your expansion into online marketing. Circle those services.

Online Display	Search Marketing	Paid Search	Social Media	Email	Web Design	Analytics	Mobile
Concept	Analysis	Analysis	Concept	Analysis	Content	Analysis	Content
Design	Content	Concept	Content	Content	Design	Research	Design
Media buying	Research	Content	Public relations / word-of-mouth marketing	Design	Project management		Research
Web development	Web development	Design		Web development	Web development		
		Research	Research				
		Web development					

Step 3 – Identify Opportunities on the Horizon

Now, evaluate each of the services listed above that you did not circle:

- Are any of them missing just one core skill? Can you outsource or hire someone with that skill (web development is a good example)?
- Does one of the services represent a rich opportunity for your agency, for example because you have several existing clients with need for that service?
- Would one of the services distinguish you or give you a competitive advantage in your service area?

If you answered "yes" to any of these questions, underline that service in the table above. This will be the second phase of your online marketing evolution.