

# 10 things...

 By [Quinton Jones](#)

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Here, 10 things clients should expect from their media agency in 2018...



## 1. Attention

You pay 100% of the bill so you should get 100% of the attention you deserve. Make sure you are getting what you pay for.

## 2. Transparency

Should be automatic you'd think, but actually it's not always a given. Let's face it AVBs are real! (Even though they're harder to track down than people who voted for the Nats in the 80s.) Have an honest conversation about value and benefits.

## 3. Senior servicing

What's the point of hiring a consulting media service and then not getting higher level input? If you know as much as your strategist, or even more (God forbid), then you've got a serious problem!

## 4. Innovation

Media is not a commodity and clever media can go a very long way. Yes, media can be very clever! It's not only 25-year-olds in sneakers that have great ideas!

## 5. Business intelligence

Definitely a two way street with input from both sides.

## 6. ROI, efficiency and effectiveness

The role of media is to bring the cost of marketing down, and business return up through smarter and more effective media.

## 7. Integration

If you're not getting one revert in one place, and are still relying on a strategy pieced together from different sources, then you're either at the wrong place, or you are trapped in a 90's media time warp!

## 8. Strategic direction

Yep, should be par for the course. Unfortunately, not all media strategists are media strategists.

## 9. Digitally sound

This plays a big part in future-proofing your business so take it very seriously. Many agencies talk this but not many do this properly. Are you stuck in a Facebook loop, where all roads lead to Facebook?

## 10. Relationship

Challenge, debate, interrogate. A solid partnership is critical. Find an agency that pushes to do the right thing and not just what they are told.

Remember clients always get the media agency they deserve.

## ABOUT QUINTON JONES

Quinton Jones is director of TM Media, TM is future focused. Media of the future is predictive and data-led. It's about insights and bringing the cost of marketing down through intelligence. TM is a media agency that provides data driven media solutions using the analytics and insights that digital provides, and then matches this with a very creative approach to media solutions.

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