

Research From New Business Agency incite Shows Content Marketing Influences 28% Of Agency Selection

/EINPresswire.com/ According to research by [new business agency](#) incite, 28% of marketing agency selection decisions are made via research using online sources.

New business agency incite today released research which shows [content marketing](#) influences nearly one third of selection decisions.

incite polled 4500 marketers, with 333 responses received. The marketers polled came from across the UK, ranging from global advertisers to mid-sized spenders from both b2b and b2c sectors.

The aim of the research was to uncover information about the process client side marketers go through researching which agencies to select for first round talks or submission of proposal or requests for further information.

It is rare for any [new business agencies](#) to conduct this kind of in-depth direct research into the behaviour of client side marketers to inform their tactical mix.

This research found that 28% of marketing decision makers researched agency skills and competences online, starting their journey with a search.

This underlines the importance of optimisation, thought leadership and clear differentiation.

Managing partner and founder of incite Kristian Gough says of the findings "We believe this presents a huge commercial argument to agencies marketing themselves using content marketing techniques utilised so effectively by the marketing technology sector. Content marketing has long been dabbled in by agencies but rarely are indicatives focused or joined up "

Gough believes the main reason for this this becoming a reality for most agencies is resource.

"The best people to write content are tied up with big pitches and big clients," Gough said.

For agencies it will require investment in people, technology and process to truly take advantage

of this opportunity or appointment of external specialists to achieve this. But the rewards are now greater than ever and only likely to increase.

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