

Involvement of Procurement in Marketing Agency Selection Has Increased Again Says FindGood

LONDON, ENGLAND, UK, August 1, 2013

/EINPresswire.com/ -- Forty two per cent of client-side marketers are turning to procurement in [marketing agency](#) selection. This figure is up 8% since early 2013, according to a survey by [FindGood](#) a London-based marketing agency selection specialist.

Forty two percent of client-side marketers are using marketing procurement when selecting [marketing agencies](#). This figure is up 8% since early 2013, according to FindGood a London-based marketing agency selection specialist.

FindGood conducted a follow-up survey of over 4,300 client-side marketers to determine the status of marketing procurement agencies in 2013. This is in response to a similar in-depth survey conducted in Q4 2012 to predict marketing spend trends for the year and to determine how client-side marketers currently make marketing agency selection decisions.

The previous research showed that 68% of client-side marketers reported a growth in their marketing department over the last 5 years (from 2007-2012) and 95% expected their marketing department to grow or remain the same size going into 2013.

Fifty-six percent stated the reason for the growth was due to an increase in workload and marketing industry changes within the digital space. The survey reported the most likely specialisms to be outsourced were design, website and search agencies, while the most likely to be brought in-house were digital, web design and social.

The obstacle that FindGood found most marketers were encountering was one of lack of knowledge about what to look out for during marketing agency selection. With tens of thousands of options in the UK alone client-side marketers need help with the task.



Overall, participants suggested that they anticipate more rather than less agency support in 2013 and that they anticipate procurement team to play an increased role in their marketing agency selection decisions moving forward.

“The majority of clients have a general idea of what they are looking for but are unsure where to start,” says Annabelle Bates, FindGood's Managing Director.

“The reason they are seeking the skilled expertise is because they are not experts themselves and subsequently are not experts in determining which agencies are the best option for their pitch.

“That is where FindGood comes in. FindGood, is a consultancy dedicated to pairing the right briefs with the best possible marketing agencies.”

Press Release courtesy of Online PR Media: <http://bit.ly/14IMBuQ>

Sydney Fleming-Gale

FindGood

020 8247 1850

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/161459784>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.