

Agencies Face Business Development Gaps in 2025—Despite Optimistic Growth Outlook

RSW/US has released its 2025 New Year Outlook Report, revealing critical gaps agencies must address to sustain growth in an evolving marketplace.

CINCINNATI, OH, UNITED STATES, January 23, 2025 /EINPresswire.com/ -- RSW/US, the nation's leading outsourced agency business development firm, has released its 2025 New Year Outlook Report, revealing critical gaps agencies must address to sustain growth in an evolving marketplace.

[Download the full report here.](#)

Where Agencies Must Do More

Despite an overall positive outlook, key challenges remain for agencies seeking to drive new business and stay competitive:

-Marketer confidence in agency innovation is slipping. Only 62% of marketers believe their agencies are ahead of industry trends, a steady decline from previous years. Agencies must step up their thought leadership and invest in emerging technologies to maintain credibility.

-RFP participation is dropping. More agencies are opting out of RFPs, with 10% choosing not to respond at all in 2024. While this signals a focus on quality over quantity, agencies must refine their direct outreach and relationship-building strategies to secure new business.

-In-house teams remain strong—but stable. While 54% of marketers now handle the majority of their marketing in-house, they continue to rely on agencies for specialized work. Agencies must clearly differentiate their value to remain indispensable partners.

The Road Ahead: Business Development is Non-Negotiable

The report makes one thing clear: Agencies that aren't consistently engaging in business development efforts will struggle. The strongest firms in 2025 will be those that:

- Demonstrate measurable ROI to prove their value beyond execution.
- Simplify their offerings to help clients navigate a fragmented marketing landscape.

- Invest in proactive outreach to build relationships before formal agency searches even begin.

Cautious Optimism for 2025

While challenges remain, agencies and marketers are entering 2025 with confidence. 78% of agencies and 75% of marketers expect business growth in the coming year. With 57% of marketers planning to increase their marketing spend, agencies that take a strategic, proactive approach have a real opportunity to capture new business.

About RSW/US

RSW/US is the nation's leading outsourced agency new business development firm, specializing in helping marketing services firms grow through strategic lead generation and business development efforts. To learn more, visit www.rswus.com.

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