

# Blacksmith Agency On Why Top Agencies Are Shifting Toward Strategy-First Models

LOS ANGELES, CA, UNITED STATES, November 17, 2025 /EINPresswire.com/ -- [Blacksmith Agency](#), a digital marketing agency, explains why most agencies are shifting toward strategy-first models and why these models matter so much. These models can shape the way brands create and build their products and strategies moving forward.



Brands working with strategy-first agencies will start to see a shift in their growth in no time due to a better overall structure to the services they paid for”

*Strahil Ovcharov, the VP of Sales and Marketing*

There are multiple reasons why big agencies have shifted toward strategy-first models:

1. Complexity of the digital world: Agencies now need to juggle multiple channels, devices, data sources, and formats in a way that makes sense for the brand they are working with. Coherence across all channels is no longer optional but a must, and brands expect it from every single agency out there.

2. Demand for measurable results: Brands expect agencies to provide and deliver business KPIs (growth, conversions, retention, etc.) and not just an overview of a campaign. A strategy-first model helps agencies show their clients the tactics used and how they link back to business results.

3. Automation, AI, and faster execution of tasks: A lot of common tasks and tactics are now being automated via AI, which is why top agencies are focusing on other aspects such as strategic insight, creative direction, and high-level planning. This helps agencies create a solid foundation before doing any brand building.

4. Buyer expectations: Modern clients in the B2B and B2C space research online, expect personalized experiences, seamless journeys, and engagement that feels meaningful and well thought out. A strategy-first model ensures that the buyer’s journey and brand narrative are at the core of everything.

What does this mean for clients and agencies?

Agencies shifting toward this model will need to reorganize around strategy teams instead of just creative production and media teams.

Clients will have to commit to onboarding/planning phases being longer than usual to ensure that the strategies are properly set and ready for execution.

Campaigns will have a higher ROI due to strategies being applied and targeted from the start, with little to no guesswork.

Blacksmith is a digital marketing agency that understands the importance of focusing on strategies first to build a solid foundation that will improve their clients' growth in the long run.

## About Blacksmith

Blacksmith Agency is an award-winning digital marketing agency, helping modern businesses forge standout digital identities. Known for expert web design, end-to-end SEO, thoughtful UX, and high-performance builds, Blacksmith serves clients across the U.S. and helps them increase their online performance.

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