
Your exclusive sneak peek...

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Chime

AGENCY



How are you navigating the agency marketing crisis?

Hi Rachel,

Thanks for registering to access our benchmark report for 2024!

As we gear up for its official release on 27th March, we're excited to offer you an exclusive sneak peek into the insights that are shaping our industry's future.

This year's report unveils critical challenges and opportunities within the agency landscape, marked by a stark decline in marketing performance and an urgent call for agencies to "practice what they preach."

With over 200 agencies analysed, our findings spotlight the gaps in content marketing quality, strategic implementation, and the pressing need to adapt in an AI-driven market.

Key Highlights:

- A staggering **60%** of agencies witnessed a dip in content quality, underlining the necessity for a strategic overhaul.
- Our analysis reveals a significant performance gap between US and UK agencies, offering a unique perspective on global marketing trends.
- Despite AI's pervasive impact, **67%** of agencies lack a coherent stance or content strategy on this critical subject.

What's Next?

Stay tuned for the full report launch, where we delve deeper into these themes. As you've pre-registered, you'll receive the report on the day of launch direct to your inbox, so sit back and wait for it to wing its way to you!

In the meantime, you can access our previous report using the link below to refresh yourself on the status quo of agency marketing, while you wait for the latest juicy updates.

[Access last year's report](#)

We'd love to know your thoughts on the data, why not [follow us on LinkedIn](#) and join the conversation about how agencies like yours can better amplify your brand?

Or why not sign up to create your agency's one page marketing plan with our help? Our new strategic workshop sessions have been a real hit with agencies of all sizes! Get in touch to find out more!

[Get your agency marketing on
the right track](#)

We'll also be sending out more info on how agencies like yours can improve their scores over the coming weeks. We think you'll find them really useful, but you're welcome to opt out at anytime.



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This email was sent to rachel@baines-moore.co.uk, as you requested a copy of the Chime Agency Benchmark Report.

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