

# Agency Unfiltered

A HubSpot podcast that features interviews with agency owners around agency operations and agency growth.



# HubSpot's Top 10 Picks

- [3 Programs for Improving Your Profitability](#)
- [Consolidating Your Focus Areas and Service Offerings](#)
- [Mastering Client Web Projects](#)
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- [Managing Increasingly Sophisticated Clients](#)
- [Unlocking New Revenue with Growth-Driven Design](#)
- [Evolving as a Leader Through Agency Maturation](#)



# 3 Programs for Improving your Profitability



Damien shares how his agency was able to improve their profitability. Specifically, how they've created formalized career paths to improve employee retention, how they've built an expansive freelancer partner network for low cost delivery, and how they introduced a lower-tiered retainer price point to help combat client churn rates.



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# Consolidating Your Focus Areas and Service Offerings



Noah Berk, Co-Founder of OBO, joins the show to talk about how his agency was able to consolidate the focus areas and services they offered their clients. Noah talks about the value in pulling back from “full-service”, how he identified what to focus on, and the implications this had on people, process, growth and the client experience.



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# Mastering Client Web Projects



Trish Lessard, CEO of Mediajunction, joins us to talk client websites and how to manage complex CMS builds, migrations, and implementations—while keeping these projects under budget, within scope, and delivered on time.



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# Recovering After Losing 50% of Revenue in 30 Days



Tyler Pigott, Principal of Lone Fir Creative, joins us to talk about a major agency recovery he lost 50% of the agency's revenue in a 30 day period. We talk about sticking to a sales process, consolidating tool investments, building the right team, in other lessons learned in saving the agency.



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# Digital Transformations Through Technology



Brendon Dennewill, CEO of Denamico, has made a key distinction in their flywheel model: they put customer experience in the center. Learn how to leverage data, systems, processes, and technology to help your clients succeed with a true digital transformation of their customer experience.



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# Navigating Your Critical Scale Points



Bob and Verity Dearsley, the Chief Executive and Managing Director of B2B Marketing Lab, join us to talk about scale points: the times where you must invest, revamp, or pivot to properly scale your growing agency. Learn how to focus on the customer, invest in marketing, build an HR arm, and more.



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# Rolling Out a Full Agency Rebrand



Travis White, Managing Director of Neighbourhood, just recently rebranded his agency. Formally known as The Raiders, Travis talks through his motivations for a rebrand, how he knew it was time, how he handled the full rebrand process, and what the next steps are for the new brand.



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# Managing Increasingly Sophisticated Clients



It's no secret: clients have become more tech savvy and in tune with the digital landscape, which has the opportunity to add friction to your team's ability to consult and drive strategy. Paul explains what this growth in sophistication looks like, how he has tweaked his model to account for these advancements, and how he prioritizes continuous improvement for his team.



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# Unlocking New Revenue with GDD



Darren helps break down growth-driven design, the data-driven re-imagining of web design. Learn how his team transitioned from traditional web design to GDD, how he updated his processes for delivery, and what GDD has achieved for his customers.



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# Evolving as a Leader Through Agency Maturation



Mike Skeeahan, Managing Partner of Salted Stone, shares his experiences in evolving as a leader alongside the maturation of his agency and what it meant to grow, pivot, and reassign his responsibilities in moments of transition. We discuss important inflection points, the patterns he saw, and how he compares reactivity to proactiveness.



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