

sproutsocial



SPROUT SESSIONS DIGITAL 2020 AGENCY DAY

We learned a lot during our time together for Sprout Sessions Digital 2020: What's Next for Social Marketers, but our journey is not over.

Below is a list of resources for each session that will provide additional context and information about the topics covered. But as we know, **our best resources are each other**. Connect with fellow agency pros and keep the conversation going in the [Agency Exchange Facebook Group](#).

If you have any questions or feedback, feel free to reach out to the Sprout Agency Team at partners@sproutsocial.com. Until next time!

Agency Essentialism in Uncertain Times

In the agency world, we see firsthand how changing markets and a changing world can impact the work of our clients and their relationship with us. The current climate will strip the agency-client relationship down to its most essential elements: Do great work, solve hard problems, keep clients happy and grow your business.

The agencies that thrive will be the ones that hone in with a laser focus on what really drives success in all of those areas: actionable data. Data to fuel audience insights. Data to drive exceptional and effective creative work. Data to identify new content channels and optimize existing ones. Data to keep your team accountable to your (and your clients') goals.

Together we'll explore how essential data is to focus, efficacy and growth for today's agencies.

Speakers:

- [Lizz Kannenberg](#), Creative Director at Sprout Social
- [Brooke Sellas](#), CEO & Founder at B Squared Media

Resources

- [Presentation deck](#)
- **Take action:**
 - [Agency essentialism worksheet](#)
 - [Social media proposal template](#)
 - [Agency Partner Growth track**](#)
- **Read and review:**
 - [Why agencies need to slow down to stay winning](#)
 - [Bulletproof your pitch with social listening data](#)
 - [From service providers to partners: How agencies can compete for new business](#)
 - [Think partnership, not service: What brands really want from agencies](#)

*NOTE: Resources that are marked with ** are exclusively for certified partners and can be found in the Partner Portal. Not yet certified? Take the [Sprout Certification](#) today.*

Strategy Shift, Part 1: What's Next for Content in a Digital First World

If the past few months have taught us anything, it's that digital-first strategies are here to stay. The challenge now is how to optimize content creation to engage and connect communities as content takes on more importance than ever.

We heard from agencies on how they're staying ahead of content trends, creating flexible strategies that can pivot at a moment's notice and finding success in re-packaging services to meet the times.

Speakers:

- [Cindy Qiu](#), Head of Social at TBWA\Chiat\Day LA
- [Dixie Roberts](#), Senior Vice President of Digital Strategy at HangarFour
- [Matthew Dooley](#), Partner & CEO at Dooley Social Studio
- [Sarah Lagunas](#), Agency Customer Success Manager, at Sprout Social

Resources

- [Presentation deck](#)
- **Sprout Power Tips:**
 - Learn more about and use Sprout's [Optimal Send Times](#)
 - Learn more about and use Sprout's [ViralPost®](#)
 - Learn more about and use the [Asset Library](#)
- **Take action:**
 - Watch the [Improving Content Strategy](#) course in the Learning Portal
 - Watch the [Measuring the Impact of Your Content](#) course in the Learning Portal
- **Read and review:**
 - [Optimize audience engagement on your posts with Sprout's ViralPost® send time technology](#)
 - [8 stats that demonstrate how social drives business growth](#)
 - [How to use social to promote digital events](#)
 - [Instagram 101: a complete walkthrough for businesses](#)
 - [The essential guide to YouTube ad campaigns](#)

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Strategy Shift, Part 2: What's Next for your Agency-Client Relationship

You've done the work to shift your immediate strategy to fit the times, but what does success look like in the next 6-12 months? How can you fortify your agency to weather hard times?

Check out the session deck and recording to hear tips for how to proactively expand your client-agency relationship, discuss what services align to the new normal and prove your agency's value by supporting your client's audience where they are: online and on social.

Speakers:

- [Anne Carter](#), Sr. Manager of Agency Customer Success at Sprout Social
- [Erik Huberman](#), CEO, at Hawke Media
- [Mary Sutter](#), Director, Social Media at Acronym
- [Sydney Brock Nielsen](#), Agency Marketing Strategist at Sprout Social

Resources

- [Presentation deck](#)
- **Sprout Power Tips:**
 - Learn more about and use Sprout's [Report Builder](#)
 - Learn more about and use Sprout's [Message Approval Workflows](#)
 - Learn more about and use Sprout's [Calendar Link Sharing](#)
- **Take action:**
 - Watch our [Competitive Reporting](#) course in the Learning Portal
 - Watch the [Social Scheduling for High Impact](#) course in the Learning Portal
 - [Tailor and use the guide to client reporting](#)**
 - [Customize the client KPI meeting deck](#)**
- **Read and review:**
 - [Why you need to share social media reports, even if no one's asking for them](#)
 - [Data visualization: what it is and how it adds value to marketing](#)

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What's Next: Social Strategies to Power your New Agency Service Offering

How you shift your social strategy and build your agency may rely on the people, the partners and the platform that you use at its foundation. And the social strategies of the future are no longer down the road--they're here and they're happening now.

In this session, explore how agencies are meeting the moment of rapid digital transformation by revamping their agency services to offer expertise their clients need and will pay for now--all without long development cycles or new team or clients training.

Speakers:

- [Amber Washington](#), Product Marketing Strategist at Sprout Social
- [Greg Mullen](#), Agency Partner Program Program Manager at Sprout Social
- [Lesley Pinckney](#), Senior Vice President of Digital and Social at GMR Marketing
- [Sydney Brock Nielsen](#), Agency Marketing Strategist at Sprout Social

Resources

- [Presentation deck](#)
- **Sprout Power Tips:**
 - Learn more about and use Sprout's [Premium Analytics](#)
- **Take action:**
 - Reach out to partners@sproutsocial.com to chat with your Growth Partner about your social offering
 - [Hear what Lesley had to say at Sprout Agency Workshop](#)
 - [Agency Partner Growth Track: Selling Social Media Services](#)**
 - [Social Listening Hub](#)**
- **Read and review:**
 - [4 ways to advance your agency with your social media strategy](#)
 - [5 Social Listening services you can offer your clients](#)
 - [From Crisis to Connection: How to build a social media crisis management strategy](#)
 - [How to set up social media automation to save serious time](#)

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Getting More with your Partnership with Sprout

Sprout's platform is built to help agencies stay flexible in their pursuit of providing sophisticated and profitable social media services to clients. To talk through which features best fit your needs, reach out to your Growth Partner or the Sprout Agency team at partners@sproutsocial.com.



Sprout Social offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 23,000 brands and agencies worldwide. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Pinterest, Instagram and LinkedIn.