

# LOOKING FOR A NEW AGENCY?

## ROADMAP FOR SUCCESS

### Define Your Goals

Before you start looking for an ad agency or marketing consultant, you must first define your goals. What do you hope to achieve with your advertising campaign? Do you want to increase brand awareness, increase revenue, or something else? Once you know your goals, you can start creating a list of possible marketing partners that specialize in achieving those goals.

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### Do Your Research

Once you have a list of potential marketing partners, it is important to research and find out as much as possible about each one. Look at their website and see what kinds of campaigns they have worked on in the past. You should also read any case studies or testimonials that you can find. This will give you a good idea of what it is like to work with each agency. Don't worry if they don't have casino experience yet.

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### Set Up a Meeting

Once you have narrowed down your list, it is time to set up a meeting with each agency. This will allow you to ask them questions and get a feel for their culture and values. It is also an opportunity for them to learn more about your business and your specific needs.

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### Ask for a Proposal

After meeting with each agency, ask them to submit a proposal outlining what they would do for your business. A project-focused proposal should include information such as the campaign's objectives, target audience, budget, and timeline. A retainer proposal should include processes, team composition, and what is in scope or ad hoc. Once you have received all of the proposals, take some time to compare them and see which one seems like the best fit for your business.

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### Make Your Decision

After careful consideration, it is time to decide and choose the marketing partner you want to work with. Once you have made your choice, sign a contract and get started on planning your mutual success!

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