



clicky.™



# Agencyland

clickygroup.™

A bit about me



# Alex Wright - background

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Agency Director 2023 - Present

**Panasonic**

**Iceland**

Graduate  
Placement  
DARO

Studied English at  
university

Developing &  
training others

Public speaker





# Why Agencies Exist.



# Extension of brand teams



**Specialist  
expertise.**

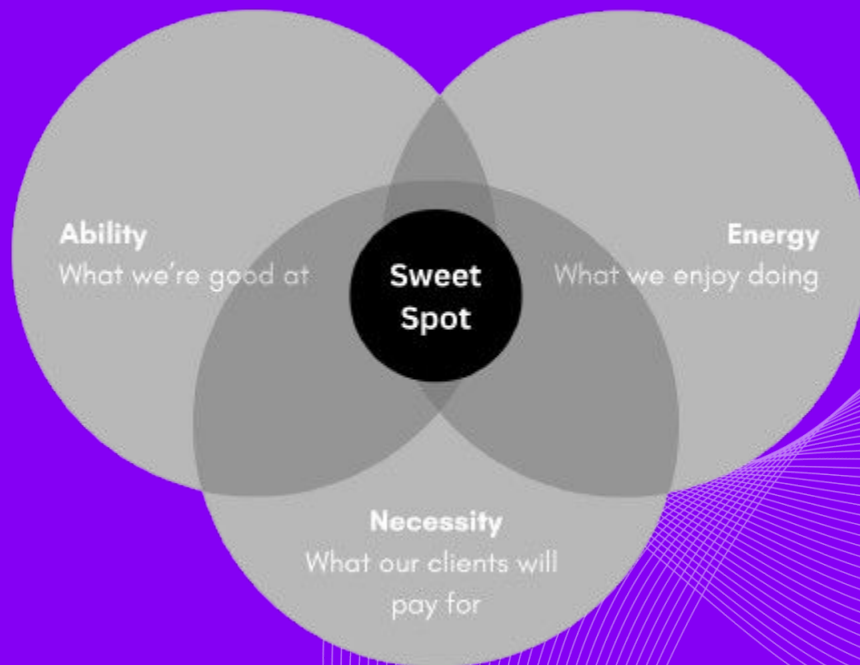


# Second opinions



# Flexible resource

# Agency growth model







## Agency Landscape.

# Specialist

SEO Agency  
Paid Media Agency

Great at what they do, but limited impact on wider strategy & ultimately commercial business success.

**clickygroup.**

# Generalist

'Full service' agency 🤒  
Digital Marketing Agency

Ability to support across more disciplines but not true experts in any particular area, hampering results.

# Agency types

## Network Agencies

iPROSPECT

phd

SAATCHI & SAATCHI

**HAVAS**  
GROUP

**CARAT**  
a dentsu company

## Independent Agencies



Journey  
Further

 **BlueArray**  
Search Engine Optimisation

EMBRYO

  
uplift.™

# Why Work In An Independent Agency?



### Client Diversity

The ability to work with multiple businesses across multiple sectors.



### Personal development

Independent agencies teach commerciality & business acumen.



### Mentoring & Support

Mentoring from specialists with a wealth of experience.



### Team working

Working as part of a tight knit team.



### Socials

Multiple scheduled (and unscheduled) social events over a year.



### Flexibility

Agencies typically work with a flexible/remote model.

# What does a typical day look like?

## Directors

40% client time

Agency operations

P&L analysis

Agency direction

## Heads of

60% client time

Department ops

Team management

Service/offering

## Managers

70% client time

Team management

Quality control

## Specialists

80%+ client time

T&D

Who we are

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# Introduction and an Overview of **ClickyGroup**

# Scaling

# A History.



**2007**

Clicky is started by our founder Oli Yeates.



**2009**

Clicky moves into its first real office, offering services across development, design & social media.



**2014**

Clicky wins "Standout Agency Of The Year."



**2016**

Clicky now has a team of 40, covering paid media, SEO, development, design and strategy.



**2020**

Clicky moves into our new offices



**2023**

Clicky repositions to focus solely on Acquisition, and Uplift is born..



## About Clicky - Our Offering

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We're about  
**effectiveness.**

It's what keeps our clients thriving, evolving & becoming more valuable.

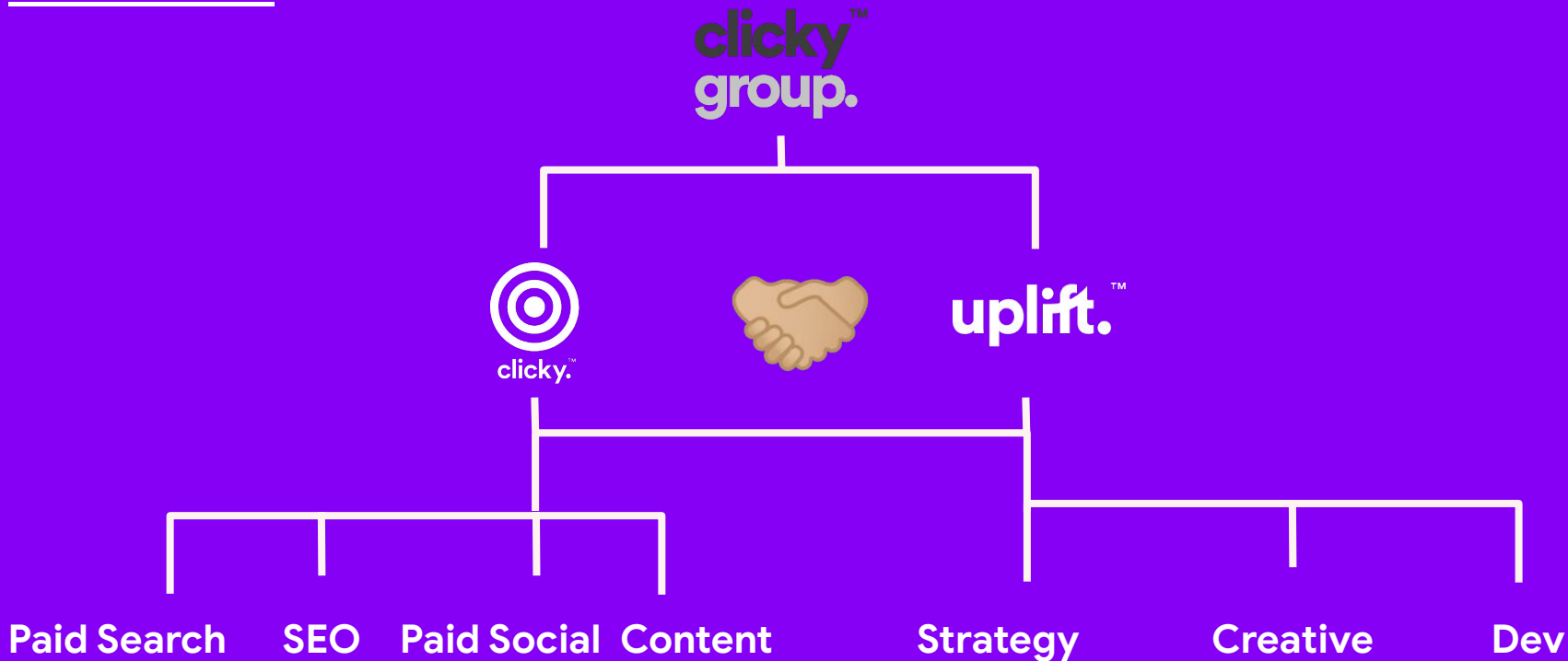
We drive measurable commercial impact for businesses through building relevant traffic and making more of it convert.

Clicky

Uplift



## About Clicky - Our Offering



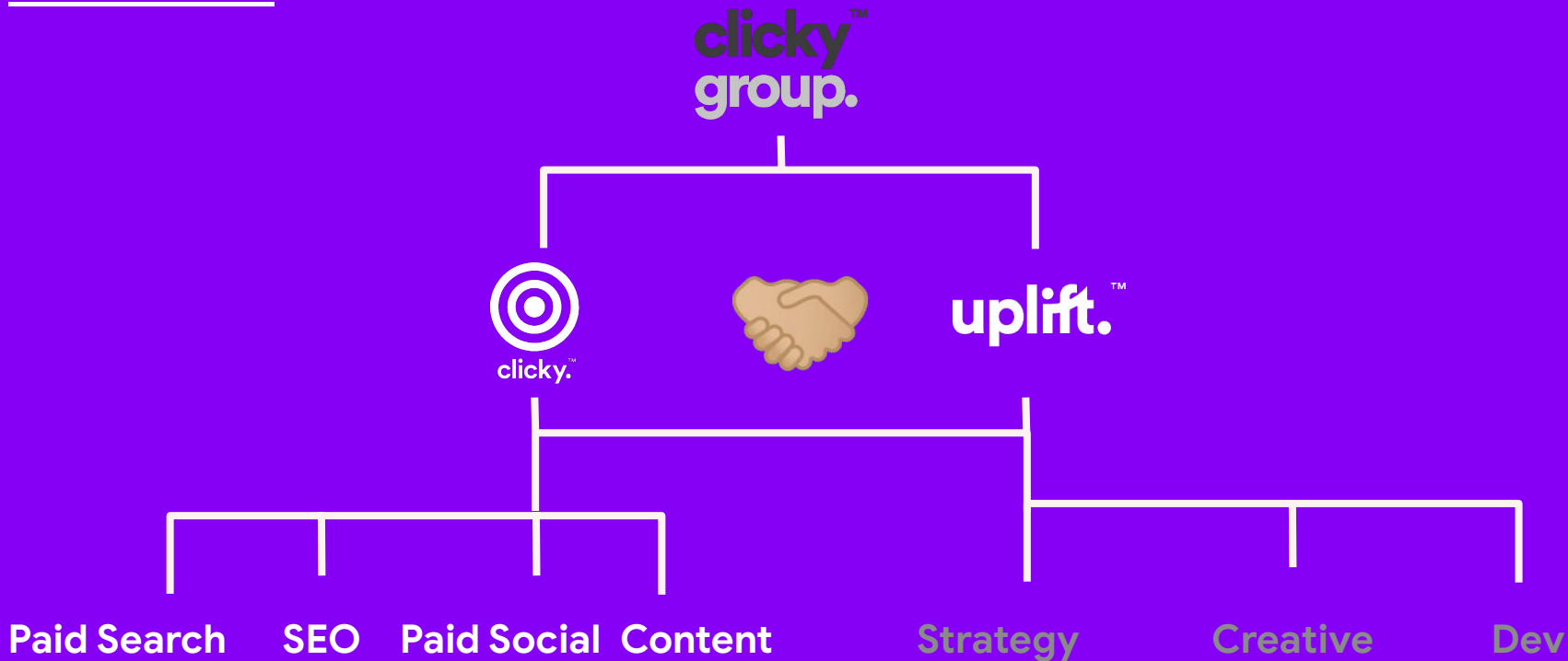
Who we are

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# Introduction and an Overview of **Clicky**

## About Clicky - Our Offering



# Our Clients

**RALEIGH**



**bloobloom**

**SOFA CLUB®**

PHAIDON |  $\Phi$



# What is Acquisition?

## What is Acquisition?

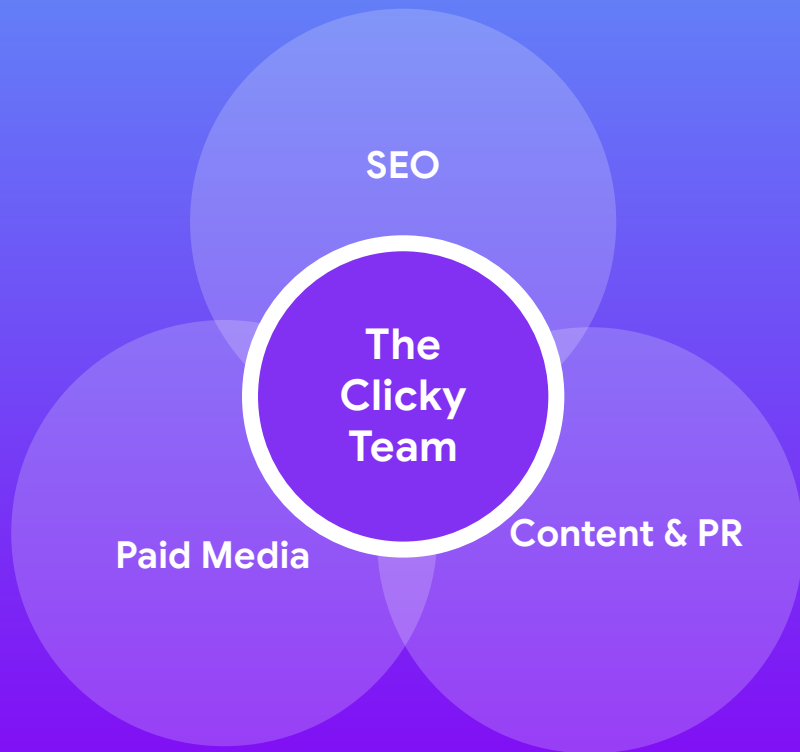
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**Acquisition marketing promotes products to a new audience and aims to acquire new customers.**

# What Do We Do?

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## How do we do it?

- Audience research
- Keyword research
- Advanced targeting
- Retargeting
- Content marketing
- Digital PR
- Technical optimisation

# The Clicky Team

## Client Services



## Paid Media



## SEO/Content








# Landing a job in an agency



**Connect with key people**  
**Get practical experience**  
**Learn agency structure & clients**  
**Display proactivity**  
**Gain commercial experience**

The background of the image is a 3D animated scene. A man with long, dark brown hair and a slight, weary smile is looking upwards and to the left. He is wearing a dark jacket over a light-colored shirt. He is surrounded by a dense forest of sharp, metallic blades or knives of various sizes and orientations, all pointing towards him. The lighting is warm and orange, creating a dramatic and somewhat menacing atmosphere.

**Unpopular opinion:  
Agency life isn't easy**



# Thank You!



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<https://www.linkedin.com/in/alex-wright-marketing/>