

Agency Search Consultants
"One Piece of Advice" for Agencies
January 2024

"One Piece of Advice"

4A's asked industry leading agency search consultants to provide "One Piece of Advice" that the 4A's could share with members as they are thinking about their 2024 new business strategies and plans.

Agency Credentials & Materials

Ark Advisors

"The cover letter is a critical component in evaluating an RFI submission. Use it as a tool to demonstrate your agency's preliminary knowledge of the client's brand, business and sector. Have a point of view. Share some initial thoughts about possible marketplace opportunities worthy of further exploration. Sprinkle in some of their industry's jargon. Let your agency's culture shine through in its tone. This letter is often what clients use to break the tie between two well-qualified agencies."

Ken Robinson