

There are three key components to a successful business development program.

- **Developing Your Agency Brand:**

Just as you develop brands for your clients, you must have your own agency brand to help you stand apart from the crowd. It is vital to your success that you develop an agency brand that reflects your core values, and accurately portrays your key strengths in a compelling way that prospects, clients and the press will respond favorably to. We know how to help you develop your own agency brand.

- **Business Development Process:**

Eight years ago, The Larsen Group developed a proprietary process that is simple yet highly effective. The process is a guide to a successful business development program and is tailored to each agency's specific situation. Some agencies want us to analyze and fine-tune an existing program. Others need to develop and implement a program. Regardless of your business development needs, we can help.

- **Public Relations:**

You must have awareness to make the sale. It is the first step in the selling process. The greater the positive awareness, the more successful you will be. This is one of the fundamental truths of marketing. Dollar for dollar, good publicity is more immediate, and more efficient than promotion or advertising expenditures. Often it has more credibility and authority with prospective clients. Yet many agencies don't get the press coverage they deserve. Through experience, we can help you put together a PR campaign that is cost effective and gets results.