



Checklist 9: Updating Your Agency Knowledge / Systemizing Your Agency

Project Name: _____

Date: _____

Yes No

Updating your agency knowledge is an added advantage for your agency in that boosts your professionalism. Developing the necessary knowledge enables you to run your operations smoothly and to further systemize your operations thereby avoiding confusions and substandard performance. It is worth noting that the digital market is always evolving and as such, it is important to keep upskilling yourself and your staff in order to keep up with the changing landscape. Here are factors to address when updating your knowledge and systemizing your agency.

Part 1 – Updating your Skills

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Identify skill gaps within the agency and how to address them | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Adopt personal development plans for you and your staff | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Enroll in online classes in your line of interest | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Try out new tools and innovative technologies to boost your learning | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 5 Subscribe to relevant podcasts

- 6 Engage in webinars and networking programs along your line of interest

- 7 Attend conferences where experts in your line of interest are presenting

- 8 Ensure you are knowledgeable on email and content marketing

- 9 Familiarize yourself with SEO and Facebook advertising

- 10 Develop your knowledge of running digital campaigns

- 11 Develop your business management skills in order to better manage your projects

- 12 Utilize your digital marketing skills to gain measurable results

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13 Read books about digital agencies and entrepreneurship for motivation

14 Test out new trends in your niche to sharpen your expertise

Part 2 - Systemizing your Agency

15 Create digital checklists and templates for repeatable tasks

16 Document your content management processes

17 Develop processes to foster consistency and boost customer satisfaction

18 Consider using tools such as Google Drive, Trello, and Confluence to manage your processes

19 Develop documentation for client management processes

20 Update your documentation and processes regularly to include new additions

Notes



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Notes

When setting up your digital agency, you may not necessarily have the ability to employ new staff and as such, it is important to learn and update your skills so that you can be able to execute the tasks on your own.

Notes