SECOND WIND

## 2023 Second Wind Annual Agency Survey

Dear Second Wind Member,

Following is the *2023 Second Wind Annual Agency Survey*. We hope you have the opportunity to participate and make the 2023 survey a success.

As a thank you for responding, each agency will receive a **$175 coupon** good towards membership renewal or any Second Wind product or service. Plus, as an added bonus, each agency will receive **one free seminar registration** to an upcoming virtual training session in 2023 or 2024. That's a value up to $369.*

Your agency's 2022 financial information is covered in the first section of the survey. The remaining sections cover salaries, benefits, hourly rates, business trends and many other issues that relate to better understanding agency operations.

Before you begin completing the questionnaire you may wish to have access to the following information:

- Profit and Loss Statement for 2022
- Salaries by Position
- Hourly Rates by Function
- Estimating Data

**ANY DATA YOU SUBMIT TO SECOND WIND IS COMPLETELY CONFIDENTIAL AND WILL ONLY BE USED FOR THE PURPOSE OF TABULATING THE SURVEY.**

**Please submit your responses by October 20, 2023.** It's vital that we receive at least 200 responses in order to tabulate the data properly.

Thank you for your participation and we look forward to delivering the results later this year.

Laurie Mikes
Second Wind

*\*Completed surveys must be received before coupon and free seminar registration are issued. Coupons and seminar registrations are not retroactive and can only be applied to a future product, membership or seminar.*

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## FINANCIAL INFORMATION

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**\* 1. Please supply the following information:**

Name

Agency name

Email

## 2. 2022 Billings by Category

Account Planning/Strategy/Research

Account Service

Audio/Video Production

Creative/Design

Digital Services (social, SEO/SEM, etc.)

Media (Online)

Media (Traditional)

Photography

Printing

Public Relations

Travel and Entertainment

Web Development

Other (billings not included in above categories)

## 3. 2022 Direct Costs by Category

Account Planning/Strategy/Research

Account Service

Audio/Video Production

Creative/Design

Digital Services (social, SEO/SEM, etc.)

Media (Online)

Media (Traditional)

Photography

Printing

Public Relations

Travel and Entertainment

Web Development

Other (billings not included in above categories)

## 4. 2022 AGI (Adjusted Gross Income)

AGI

### 5. 2022 Agency Salaries/Overhead

Employee Salaries

Owner/Partner Salaries

### 6. 2022 Business Expenses

Amortization

Art/Office Supplies

Auto Leases

Auto Maintenance (gas, oil, repairs)

Building Maintenance and Repairs

Building Rent/Mortgage

Business Insurance (includes property, casualty, workers' compensation, etc.)

Computer Hardware/Peripherals/Software

Copies/Fax/Express Mail

Depreciation

Dues and Subscriptions

Employee Activities/Events

Employee Education/Tuition

Employee Insurance (health, life, disability)

Equipment Leases (copier, printers, phone system)

Equipment Maintenance/Repairs (includes service agreements)

Internet Service/Web Hosting

Non-billable Travel and Entertainment

Payroll Taxes

Postage

Professional Expenses (includes legal, accounting, etc.)

Professional Liability Insurance

Self Promotion/PR

Telephone (includes cell and office phones, provider costs)

Utilities (gas and electric, water/sewer)

Other Expenses

### 7. 2022 Other Income

Interest Earned

Discounts Earned

### 8. 2022 Other Expenses

Interest Paid

Finance Charges

Penalties

Employee Bonuses

Owner/Partner Bonuses

Profit Sharing Contribution

### 9. 2022 Net Profit

NET PROFIT (before taxes)

SECOND WIND

## 2023 Second Wind Annual Agency Survey

# SALARY AND HOURLY RATE DATA

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. Please provide the CURRENT (2023) BASE SALARY for the following full-time positions you have at your agency, (excluding bonus, benefits, profit-sharing).**

Account Supervisor/Director

Account Manager

Account Executive

Account Planner/Strategist

Account Coordinator

Creative Director

Assistant Creative Director

Digital Creative Director

Creative Technology Director

Art Director

Senior Designer

Designer

Entry-Level Designer

| | |
|---|---|
| Production Artist | |
| Senior Digital Designer | |
| Digital Designer | |
| Digital Production Artist | |
| Senior Copywriter | |
| Copywriter | |
| Entry-Level Copywriter | |
| Production Manager | |
| Traffic Manager | |
| Project Manager | |
| Chief Executive Officer (CEO) | |
| Chief Financial Officer (CFO) | |
| Chief Operating Officer (COO) | |
| Chief Strategy Officer (CSO) | |
| Controller/Business Mgr. | |
| Bookkeeper | |
| Human Resources Manager | |
| Receptionist | |
| Media Director | |
| Media Planner/Buyer | |
| Digital Director/Supervisor | |
| Digital Strategist/Planner | |
| Digital Coordinator | |
| Social Media Coordinator | |
| Social Media Director | |
| Content Strategist | |
| Content Manager | |
| Content Coordinator | |
| Video Producer | |
| Video Editor | |

| | |
|---|---|
| Public Relations Director | |
| Public Relations Acct. Exec. | |
| Interactive Developer | |
| Web Developer | |

**2. Please indicate your CURRENT (2023) hourly billing rates for the following functions.**

| | |
|---|---|
| Principal | |
| Account Service | |
| Account Planning | |
| Art Direction | |
| Creative/Design | |
| Digital Design | |
| Copywriting | |
| Production | |
| Project Management | |
| Estimating | |
| Proofreading | |
| Research | |
| Strategic Planning | |
| Media Planning/Buying | |
| Public Relations | |
| Digital Strategy | |
| SEO/SEM Facilitation | |
| Social Media Facilitation | |
| Reporting and Analytics | |
| Digital Production | |
| Content Development | |
| Web Development | |
| Administrative/Clerical | |
| Video Production/Editing | |

SECOND WIND

## 2023 Second Wind Annual Agency Survey

# PRODUCTION PRICING DATA

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

The following questions are designed to help us better understand the pricing practices of smaller to mid-sized advertising agencies.

We are asking for the average cost estimate you provide to the client. We realize your specifications for these projects may not match ours exactly. That's ok, simply provide pricing for projects that are similar in scope. Please answer as many questions as possible.

**PRINT AD PRODUCTION**
Includes concept, layout/design, photography or illustration, copy, art direction and account service charges, completed digital files prepped for delivery.

**1. 4-C ad spread, for use in a print publication.**

Average Estimate to
Client

**2. 4-C full-page ad for use in a print publication.**

Average Estimate to
Client

**3. 4-C half-page ad for use in a print publication.**

Average Estimate to
Client

**4. Half-page newspaper ad.**

Average Estimate to
Client

**5. Full-page newspaper ad.**

Average Estimate to
Client

**OUTDOOR/BILLBOARD**
Includes concept, layout/design, photography or illustration, copy, art direction and account service charges, completed digital files prepped for production.

**6. 4-C poster bulletin (static or digital).**

Average Estimate to
Client

**7. 4-C standard bulletin (static or digital).**

Average Estimate to
Client

**8. 4-C transit shelter or kiosk poster.**

Average Estimate to
Client

**9. 4-C exterior bus panel.**

Average Estimate to
Client

**PRINT COLLATERAL**
Includes concept, layout, design, stock or existing/stock photography or illustration, copywriting, art direction, account service charges, proofreading and production of completed digital files prepped for printing.

**10. 4-C two-sided sell sheet; moderate copy.**

Average Estimate to
Client

**11. 4-C vest-pocket brochure; moderate copy.**

Average Estimate to
Client

**12. 4-C brochure; 8-10 pages; moderate copy.**

Average Estimate to
Client

**13. 4-C catalog; 10-25 pages; original product photography.**

Average Estimate to
Client

**14. 4-C catalog; 75-100 pages; original product photography.**

Average Estimate to
Client

**15. 4-C corporate annual report; 20-30 pages; existing or stock photography.**

Average Estimate to
Client

**16. 4-C point-of-sale counter card.**

Average Estimate to
Client

**17. 4-C postcards; series of four to six.**

Average Estimate to
Client

**18. 2-C technical/industrial product catalog; 200 pages; existing photography; copy heavy.**

Average Estimate to
Client

**TV/RADIO**

Includes concept, script, storyboards, non-union talent, AV production costs, all art direction and account service charges and post-production editing.

**19. 15-second television spot.**

Average Estimate to
Client

**20. 30-second television spot.**

Average Estimate to
Client

**21. 15-second radio spot.**

Average Estimate to
Client

**22. 30-second radio spot.**

Average Estimate to
Client

**23. 60-second radio spot.**

Average Estimate to
Client

**VIDEO PRODUCTION**
Includes concept, script, storyboards, talent, AV production costs, all art direction and account service charges, and post production editing.

**24. 15-30 second video.**

Average Estimate to
Client

**25. 1-2 minute video.**

Average Estimate to
Client

**26. 15-minute video.**

Average Estimate to
Client

**27. 60-minute video.**

Average Estimate to
Client

**PLANNING**
Includes research and analysis, planning meetings, copy, account service charges and all associated costs of production, collation and presentation.

**28. Preparation of a client strategic marketing plan.**

Average Estimate to
Client

**WEB/INTERACTIVE**
Includes copywriting, layout/design, account service, programming and testing. Do not include maintenance, hosting or updating.

**29. Marketing email creation.**

Average Estimate to
Client

**30. Design of a banner ad.**

Average Estimate to
Client

**31. Development of a micro-site; approximately 8 to 10 pages.**

Average Estimate to
Client

**32. Development of a website with e-commerce capabilities.**

Average Estimate to
Client

**33. App development.**

Average Estimate to
Client

**34. Podcast development.**

Average Estimate to
Client

**35. Digital publication/magazine creation, 15-25 pages.**

Average Estimate to
Client

**36. Digital newsletter creation, 5-10 pages.**

Average Estimate to
Client

**BRAND DEVELOPMENT**
Includes data collection (surveys, audits, market studies, competitive analyses, brand advocate profile and internal assessment); analysis and compiling of Brand Discovery Report; session for developing and writing a brand positioning statement; communications audit; writing an inward marketing plan including employee brand training; compiling visual and verbal brand communications guides, budget timetable and launch plan; all research, planning meetings and related materials; account service charges; and all associated costs of production and presentation.

**37. Brand discovery, development and launch plan.**

Average Estimate to
Client

**NAME/TAGLINE/LOGO DEVELOPMENT**
Includes research, analysis, planning meetings, concepts, administrative and account service charges, and associated costs of production and presentation.

**38. New product/company name and tagline.**

Average Estimate to
Client

**39. Logo design.**

Average Estimate to
Client

**PUBLIC RELATIONS**

Includes copywriting, proofreading, account service charges and distribution via email or online channels.

**40. Press release.**

Average Estimate to
Client

**41. Feature story.**

Average Estimate to
Client

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## AGENCY INFORMATION

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. Please indicate your agency's state/province:**

[ dropdown ]

**2. Is your agency located in a:**

○ Major city/Metro area (over 1,000,000 area population)

○ Large city/Metro area (500,000 to 999,999 area population)

○ Small city/Metro area (100,000 to 499,999 area population)

○ Small town/Rural area (Less than 100,000 area population)

**3. Is your agency a:**

○ C-corporation          ○ LLC

○ S-corporation          ○ Sole proprietorship

**4. Would you consider your agency to be:**

◯ Full-service (media, design, strategy, PR, etc.)

◯ Primarily creative and design

◯ Primarily media

◯ Primarily PR

◯ Primarily web development

◯ Primarily strategy

◯ Primarily video production

◯ Other (please specify)

[_____]

**5. How many partners does your agency have?**

[ ⬍ ]

**6. How many employees does your agency have?**

[ ⬍ ]

**7. Is the agency a family business?**

◯ Yes

◯ No

**8. If so, how many family members work in the business?**

◯ 1

◯ 2

◯ 3

◯ 4

◯ 5+

**9. In 2022, your staff:**

◯ Increased

◯ Decreased

◯ No change

**10. When hiring new employees, what resources do you use to find talent?**

☐ LinkedIn

☐ Professional recruiters

☐ Online job boards (Talent Zoo, Indeed, Monster)

☐ Word of mouth/recommendations

☐ Place ads in local media

☐ Job fairs/networking

☐ Other (please specify)

[                                        ]

**11. What type of on-boarding materials/training do you have for new employees? Check all that apply.**

☐ We provide an agency process manual for review

☐ We assign a buddy

☐ We facilitate several days of formal training

☐ We do not currently have an on-boarding process

☐ Other (please specify)

[                                        ]

**12. Do you use outsourced/freelance talent?**

○ Yes

○ No

**13. If yes, you outsource:**

○ Regularly

○ As needed by project

**14. How often do you outsource the following functions?**

| | Always | Sometimes | Never |
|---|:---:|:---:|:---:|
| Creative/Design | ○ | ○ | ○ |
| Production | ○ | ○ | ○ |
| Digital Design | ○ | ○ | ○ |
| Web Site Development | ○ | ○ | ○ |
| Media Planning/Buying | ○ | ○ | ○ |
| Public Relations | ○ | ○ | ○ |
| Bookkeeping | ○ | ○ | ○ |
| Research | ○ | ○ | ○ |
| Copywriting | ○ | ○ | ○ |
| Proofreading | ○ | ○ | ○ |
| SEO/SEM | ○ | ○ | ○ |
| Social Media | ○ | ○ | ○ |

**15. Do you currently have: (check all that apply)**

☐ Job descriptions for all employees

☐ A policies and procedures manual

☐ An agency operations manual

☐ Employee non-piracy contracts

☐ Freelancer non-compete agreements

☐ Employees complete daily time sheets

☐ An employee social media policy

☐ An electronic data policy

**16. What is the agency's current working arrangement?**

○ We are working remotely

○ We have a hybrid model in effect

○ We all work in the office

**17. If your agency currently has a space, do you:**

○ Own the space

○ Rent the space

**18. If your agency does not currently have a space, your employees:**

☐ Work from home

☐ Use flex/shared space

☐ Work in public spaces (coffee shop, bookstore)

☐ Other (please specify)

```
┌─────────────────────────────────────┐
│                                     │
│                                     │
└─────────────────────────────────────┘
```

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## EMPLOYEE BENEFITS

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. What employee benefits/perks do you offer? Check all that apply.**

- [ ] Health Insurance
- [ ] Life insurance
- [ ] Disability insurance
- [ ] Dental/Vision insurance
- [ ] Retirement plan/401(k)
- [ ] 401(k) Contribution Match
- [ ] Paid vacation

- [ ] Paid holidays
- [ ] Parking/commuting expense
- [ ] Company provides snacks/drinks
- [ ] Paid professional training/education/tuition reimbursement
- [ ] Paid professional association dues
- [ ] Leaves of absence (maternity/paternity, compassionate, etc.)
- [ ] Health-club memberships

- [ ] Other (please specify)

**2. What percentage of your employees' healthcare benefits do you pay?**

○ 100%          ○ 25%

○ 75%           ○ Less than 25%

○ 50%           ○ None

○ Other (please specify)

[                                    ]

**3. What percentage of dependents' healthcare benefits do you pay?**

○ 100%          ○ 25%

○ 75%           ○ Less than 25%

○ 50%           ○ None

○ Other (please specify)

[                                    ]

**4. On average, how many paid days off (sick/vacation/personal) do your full-time employees have each year?**

○ 10 days        ○ 25 days

○ 15 days        ○ 26+ days

○ 20 days

○ Other (please specify)

[                                    ]

**5. How do employees become eligible for paid time off?**

○ They accrue days based on hours worked each pay period

○ They receive a bank of days on their date of hire

○ They are given a bank of days after a specific period of service

○ We do not offer paid time off

○ Other (please specify)

[                                    ]

**6. Please indicate the number of paid holidays provided to employees:**

[                    ]

**7. Did you give a bonus in 2022?**

○ Yes

○ No

If yes, what was the average bonus paid per employee?

[                                    ]

**8. Do you have a profit-sharing program?**

○ Yes

○ No

If yes, what was the average percentage contributed per employee to the profit-sharing program in 2022?

[                                    ]

**9. How often do you facilitate employee performance reviews?**

○ Annually

○ Semi-annually

○ Never

○ Other (please specify)

[                                    ]

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## OPERATIONS AND ACCOUNTING

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

### 1. Are you the Agency of Record for any of your clients?

○ Yes

○ No

If yes, for what percentage of clients?

[                    ]

### 2. Do you currently:

|  | Yes | No |
|---|---|---|
| Require a signed contract with Agency of Record clients? | ○ | ○ |
| Require a signed agreement with project clients? | ○ | ○ |
| Include "artwork ownership" language in your contracts with clients or vendors? | ○ | ○ |
| Have clients review you as a quality control measure? | ○ | ○ |
| Use a "sequential liability" disclaimer on your media insertion orders? | ○ | ○ |
| Require purchase orders for outside purchases? | ○ | ○ |

**3. Are you compensated on: (Please check all that apply.)**

☐ A project basis                    ☐ Commission and/or markup

☐ Retainer/fee-based terms           ☐ Incentive-based terms (risk/reward)

☐ Other (please specify)

[                                        ]

**4. In 2023, have your client marketing budgets generally:**

○ Increased

○ Decreased

○ Stayed the same

**5. Do you ever use an agency-wide "blended rate"?**

○ Yes

○ No

If yes, what is your current blended rate?

[                                        ]

**6. Which of the following billing practices do you typically use? (Please check all that apply.)**

☐ Bill as soon the job is completed (Rolling)

☐ Send a bill every month for the work completed (Progress)

☐ Bill at set times (Milestone)

☐ Other (please specify)

[                                        ]

**7. What is the average length of time it takes to collect your receivables?**

○ 15 days          ○ 45 days          ○ 90 days

○ 30 days          ○ 60 days          ○ 120+ days

**8. Do you currently:**

|  | Yes | No |
|---|---|---|
| Take credit cards as a form of payment? | ○ | ○ |
| Have a line of credit? | ○ | ○ |
| Use V-cards to pay your vendors? | ○ | ○ |

**9. Are your clients typically billed for media:**

- ○ As soon as the insertion order is cut
- ○ Directly by the media
- ○ Other (please specify)

- ○ When the final media bill arrives and is checked

[                                        ]

**10. Please provide your average agency markup on the following outside services:**

Printing

[                    ]

Freelance design/writing

[                    ]

Web programming

[                    ]

Stock photography

[                    ]

Video services

[                    ]

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## PLANNING & NEW BUSINESS

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. Does your agency have:**

☐ A strategic plan?

☐ A proactive new business plan?

☐ A succession plan?

☐ A contingency plan for loss of data or business activities?

**2. Do you employ a full-time New Business Developer?**

○ Yes

○ No

**3. If yes, is he/she paid:**

○ Salary plus commission          ○ Straight Salary

○ Draw against commission          ○ Straight commission

○ Other

[                              ]

**4. What was your New Business Developer's total compensation in 2022?**

[                    ]

**5. What tools do you use to market to potential clients?**

☐ Direct mail                    ☐ Social Content

☐ Cold calls                     ☐ SEO

☐ Email                          ☐ Google AdWords

☐ LinkedIn (Paid Ads)            ☐ Website/Landing Pages

☐ Facebook (Paid Ads)            ☐ White Papers

☐ Other (please specify)

[                                                        ]

**6. How often do you acquire business through the following means?**

| | Very often | Sometimes | Never |
|---|---|---|---|
| Referrals | ○ | ○ | ○ |
| Direct mail | ○ | ○ | ○ |
| Cold calls | ○ | ○ | ○ |
| Email | ○ | ○ | ○ |
| Linked In (Paid Ads) | ○ | ○ | ○ |
| Facebook (Paid Ads) | ○ | ○ | ○ |
| Social Content | ○ | ○ | ○ |
| SEO | ○ | ○ | ○ |
| Google AdWords | ○ | ○ | ○ |
| Website/Landing Pages | ○ | ○ | ○ |
| White Papers | ○ | ○ | ○ |

**7. New business prospecting:**

Approximately how many proposals did you do in 2022?        [                    ]

How many proposals gained new projects/accounts?          [                    ]

**8. Do you respond to RFPs?**

○ Always

○ Sometimes

○ Never

If yes, how many did you participate in during 2022?

[                    ]

**9. Do you use a CRM?**

○ Yes

○ No

If yes, please provide the name of the software:

[                    ]

**10. How do you present your agency's capabilities/portfolio?**

☐ Online                                    ☐ Traditional

☐ PPT/Keynote                          ☐ Video

☐ Other (please specify)

[                    ]

**11. For how many years have you serviced your longest-held account?**

[                    ]

**12. What percentage of your total AGI comes from your largest account?**

○ 0-24%                                    ○ 50-74%

○ 25-49%                                  ○ 75%+

**13. Approximately how many clients did you gain or lose in 2022?**

|  | 0 | 1 | 2 | 3 | 4 | 5+ |
|---|---|---|---|---|---|---|
| Clients gained | ○ | ○ | ○ | ○ | ○ | ○ |
| Clients lost | ○ | ○ | ○ | ○ | ○ | ○ |

**14. What do you believe is the primary issue small to mid-sized agencies are dealing with currently?**

[                    ]

**15. What is your top business goal for 2023?**

SECOND WIND

## 2023 Second Wind Annual Agency Survey

# TECHNOLOGY & SOFTWARE

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. Which software do you currently use for project management/workflow?**

- ○ Advantage
- ○ Asana
- ○ Basecamp
- ○ Clients and Profits
- ○ Control G
- ○ Other (please specify)

- ○ CurrentTrack
- ○ Deltek
- ○ FunctionFox
- ○ FunctionPoint
- ○ Monday

- ○ Silent Partner
- ○ Trello
- ○ Workamajig
- ○ Wrike

[                    ]

**2. Which software do you currently use for accounting?**

- ○ Advantage
- ○ Clients and Profits
- ○ Control G
- ○ Other (please specify)

- ○ Nutcache
- ○ QuickBooks
- ○ Sage 50

- ○ Silent Partner
- ○ Workamajig

[                    ]

**3. Which of the following software do you currently use for media planning and buying? Check all that apply.**

☐ Strata                 ☐ BluHorn

☐ Telmar               ☐ Mediatool

☐ SmartPlus          ☐ MediaPlanHQ

☐ Tapscan

☐ Other (please specify)

[                    ]

**4. What type of digital asset management/storage system do you use?**

☐ Cloud based

☐ On-site hard drive

☐ Off-site hard drive

☐ Other (please specify)

[                    ]

**5. What collaboration tools do you use internally or with clients?**

☐ Adobe Creative Cloud Collaboration

☐ Dropbox

☐ Egnyte

☐ Google Workspace

☐ Jira

☐ MS Teams

☐ Sharepoint

☐ Slack

☐ Other:

[                    ]

**6. Have you explored or used any of the following AI tools?**

☐ ChatGPT

☐ Jasper

☐ Bard

☐ DALL-E

☐ Other (please specify)

[                    ]

SECOND WIND

## 2023 Second Wind Annual Agency Survey

## DIGITAL SERVICES

NOTE: If you need to stop the survey while entering your data, scroll to the bottom and press the next/save button. This will ensure all data is saved.

To resume the survey, simply visit this webpage and you will be returned to the page where you paused. In order to properly resume the survey, you must use the same computer and browser.

If you are unable to return to where you left off, please contact laurie@secondwindonline.com and she can send you a link to restore your data.

**1. Which of the following services do you provide for your clients?**

☐ App development    ☐ Mobile/location marketing    ☐ SEO/SEM

☐ Blogs    ☐ Online ad creation    ☐ SMS/MMS

☐ Content marketing    ☐ Online media buying    ☐ Social media

☐ eBooks/Digital publications    ☐ Online video    ☐ Viral marketing

☐ Email marketing    ☐ OTT    ☐ Website development

☐ Internet radio    ☐ Podcasting/vodcasting    ☐ Website management

☐ Marketing automation    ☐ Programmatic media buying

**2. How do you handle digital media buying?**

◯ In-house

◯ Outsourced partner

◯ Both

◯ Other (please specify)

[                                ]

### 3. How are you compensated for digital media buying?

⚪ Commission

⚪ Fee/Hourly

⚪ Combination

⚪ Other (please specify)

[                                                  ]

### 4. Which of the following vehicles do you create/manage for your clients and your agency? Check all that apply.

|  | Clients | Agency |
|---|:---:|:---:|
| Facebook | ☐ | ☐ |
| Twitter | ☐ | ☐ |
| LinkedIn | ☐ | ☐ |
| TikTok | ☐ | ☐ |
| Blogs | ☐ | ☐ |
| Instagram | ☐ | ☐ |
| Snapchat | ☐ | ☐ |
| Pinterest | ☐ | ☐ |
| YouTube | ☐ | ☐ |
| Vimeo | ☐ | ☐ |
| Podcasts | ☐ | ☐ |

### 5. Does your agency produce videos in-house or with a vendor?

⚪ In-house

⚪ Vendor

⚪ Both

### 6. Which of the following types of videos do you create for the agency or your clients?

☐ Customer testimonials    ☐ Thought leader interviews    ☐ Video blogs

☐ Product demonstration videos    ☐ Viral videos    ☐ Event videos

☐ Tutorial videos    ☐ Live and on-demand webinars

### 7. What are your top challenges when handling digital media for clients?

[                                                  ]

Thank you for your participation, we look forward to delivering the results.