2025 Second Wind Annual Agency Survey

SURVEY INSTRUCTIONS

Dear Second Wind Member,

Following is the 2025 Second Wind Annual Agency Survey. We hope you have the opportunity to participate and make the 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.

Your agency's 2024 financial information is covered in the first section of the survey. The remaining sections cover salaries, hourly rates, freelancer rates, production pricing data and operational areas of the agency.

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

- Profit and Loss Statement for 2024
- Salaries by Position
- Hourly Rates by Function
- Estimating Data

NOTE: If you do not have a response for a specific question, job title, hourly rate, etc. please leave the field blank.

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 31, 2025. 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 is issued.

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 before you begin:

Name

Agency name

Email

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The following questions are designed to help us better understand the financial statements of small to mid-sized advertising agencies. Please provide your 2024 financial statement (P&L) data for the following categories and match them as closely as possible. We understand that not all financial statements are organized in the same way; if you have any questions about how or where to enter a specific piece of data, please contact laurie@secondwindonline.com.

NOTE: If you do not have a response for a specific financial category, please leave the field blank.

1. Billings by Category

Account Planning/Strategy/Research

Account Service

Artificial Intelligence (AI)

Audio/Video Production

Content Creation

Creative/Design

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

Estimating

Event Planning/Management

Media (Digital)

Media (Traditional)

Photography

Printing

Project Management

Promotional Products

Public Relations

Travel and Entertainment

Web Development/Management

Other (billings not included in above categories)

2. Direct Costs by Category

Account Planning/Strategy/Research

Account Service

Artificial Intelligence (AI)

Audio/Video Production

Content Creation

Creative/Design

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

Estimating

Event Planning/Management

Media (Digital)

Media (Traditional)

Photography

Printing

Project Management

Promotional Products

Public Relations

Travel and Entertainment

Web Development/Management

Other (billings not included in above categories)

3. AGI (Adjusted Gross Income)

AGI (Billings minus Direct Costs)

4. Agency Salaries/Overhead

Employee Salaries

Owner/Partner Salaries

5. Business Expenses

Amortization

Art/Office Supplies

Auto Leases

Auto Maintenance (gas, oil, repairs)

Bank Fees	
Building Maintenance and Repairs	
Building Rent/Mortgage	
Business Insurance (includes property, casualty, workers' compensation, etc.)	
Charitable Contributions	
Computer Hardware/Peripherals	
Depreciation	
Dues and Memberships	
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 Processing	
Payroll Taxes	
Phone Service (cell and office, provider costs)	
Postage/Express Mail	
Professional Liability Insurance	
Professional Services (legal, accounting, etc.)	
Recruitment/Hiring	
Retirement Plan Management	
Self Promotion/PR	
Software Subscriptions (Adobe, ChatGPT, Canva, etc.)	
State/Local Taxes	
State Registration Fees	
Utilities (gas and electric, water/sewer)	

6. Other Income

Interest Earned

Discounts Earned

7. Other Expenses

Interest Paid

Finance Charges

Penalties

Employee Bonuses

Owner/Partner Bonuses

Employer Profit Sharing Contribution

Employer 401K Contribution

Employer Other Contributions (SEP, Simple IRA)

8. Net Profit

NET PROFIT (before taxes)

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The following questions are designed to help us better understand the salary range agencies are paying to employees for the following roles. We realize salaries may vary depending on the skill and experience of the individual employee, so please provide the <u>average base salary</u> for each role.

NOTE: If you do not have a response for a specific job title, please leave the field blank.

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

Role	
Account Supervisor/Director	
Account Manager	
Account Executive	
Account Planner/Strategist	
Account Coordinator/Assistant	
New Business Developer	
Project Manager	
Creative Director	
Assistant Creative Director	
Digital Creative 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	
Chief Executive Officer (CEO)	
Chief Financial Officer (CFO)	
Chief Operating Officer (COO)	
President	
Controller/Business Mgr.	
Bookkeeper	
Human Resources Manager	
Receptionist	
Media Director	
Traditional Media Planner/Buyer	
Digital Media Planner/Buyer	
Digital Director/Supervisor	
Digital Strategist/Planner	
Digital Coordinator	
Social Media Director	
Social Media Coordinator	
Video Producer	
Video Editor	
Public Relations Director	
Public Relations Acct. Exec.	
Digital Developer	
Web Developer	

HOURLY RATE DATA

The following questions are designed to help us better understand the hourly rate agencies are charging to clients for the following services. We realize rates may vary depending on the skill and experience of the individual staff member or project, so please provide an <u>average rate</u> for each function.

NOTE: If you do not have a response for a specific function, please leave the field blank.

1. Please indicate your CURRENT AVERAGE HOURLY BILLING RATE for the following functions. *Please match functions as closely as possible.*

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

The following questions are designed to help us better understand the hourly rate agencies are paying to freelancers for the following services.

NOTE: If you do not have a response for a specific function, please leave the field blank.

1. Please provide the CURRENT AVERAGE HOURLY RATE your agency pays to freelancers for the following functions.

Creative/Design

Digital Design

Copywriting

Production

Proofreading

Traditional Media Planning/Buying

Digital Media Planning/Buying

Public Relations

SEO Facilitation

SEM Facilitation

Social Media Facilitation

Digital Production

Content Development

Web Development

Video Production

Video Editing

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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.

NOTE: If you do not have a response for a specific project types, please leave the field blank.

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.
Average Estimate to Client

2. 4-C full-page ad.
Average Estimate to Client

3. 4-C half-page ad.
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

MARKETING MATERIALS

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

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

Average Estimate to
Client

11. 4-C folded 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. Long-form content (white papers, e-books, case studies)

Average Estimate to
Client

17. 4-C point-of-sale counter card.

Average Estimate to
Client

18. 4-C postcards; series of four to six.

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. 60-second television spot.

Average Estimate to
Client

22. 15-second radio spot.

Average Estimate to
Client

23. 30-second radio spot.

Average Estimate to
Client

24. 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.

25. Short form video (TikTok, Reels, YouTube Shorts)

Average Estimate to
Client

26. Long form video (Testimonials, Training, Corporate)

Average Estimate to Client

PLANNING

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

27. Preparation of a client strategic marketing plan.

Average Estimate to Client

DIGITAL

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

28. Email creation.

Average Estimate to Client

29. Email newsletter creation.

Average Estimate to Client

30. Display ads.

Average Estimate to Client

31. Social ads (Facebook, Instagram, TikTok, LinkedIn)

Average Estimate to Client

32. Development of a micro-site.

Average Estimate to Client

33. Development of a website.

Average Estimate to Client

34. Development of a website with e-commerce capabilities.

Average Estimate to Client

35. App development.

Average Estimate to Client

36. Streaming audio ads (Spotify, Pandora)

Average Estimate to Client

37. Podcast development.

Average Estimate to Client

38. Digital magazine creation.

Average Estimate to Client

BRAND/TAGLINE/LOGO DEVELOPMENT

Includes research, analysis, planning meetings, concepts, administrative and account service charges, and associated costs of production and presentation.

39. Brand discovery, development and launch plan.

Average Estimate to Client

40. New product/company name and tagline.

Average Estimate to Client

41. Logo design.

Average Estimate to Client

42. Brand standards guide.

Average Estimate to Client

PUBLIC RELATIONS

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

43. Press release.

Average Estimate to Client

44. Feature story.

Average Estimate to
Client

45. Media kit development.

Average Estimate to
Client

46. Influencer kit development.

Average Estimate to
Client

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

[   ]

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
- ○ S-corporation
- ○ LLC
- ○ Sole proprietorship

4. Would you consider your agency to be:

- ○ Full-service (media, design, strategy , PR, etc.)
- ○ Primarily web development
- ○ Primarily creative and design
- ○ Primarily strategy
- ○ Primarily media
- ○ Primarily video production
- ○ Primarily PR
- ○ Other (please specify)

[   ]

5. How many partners does your agency have?

- ○ 1
- ○ 2
- ○ 3
- ○ 4
- ○ 5+

6. How many full-time employees does your agency have?

○ 1-9   ○ 30-39

○ 10-19   ○ 40-49

○ 20-29   ○ 50+

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 2024, your staff:

○ Increased

○ Decreased

○ No change

10. When hiring new employees, what resources do you use to find talent? Check all that apply.

☐ LinkedIn   ☐ Word of mouth/recommendations

☐ Professional recruiters   ☐ Place ads in local media

☐ Online job boards (Indeed, Monster, Zip)   ☐ 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 mentor

☐ 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   ☐ Freelancer non-compete agreements

☐ A policies and procedures manual   ☐ Employees complete daily time sheets

☐ An agency operations manual   ☐ An employee social media policy

☐ Employee non-piracy contracts   ☐ 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

EMPLOYEE BENEFITS

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 time off
☐ Paid holidays
☐ Parking/commuting expense
☐ Company provides snacks/drinks

☐ Paid professional training/education/tuition
☐ Paid professional association dues
☐ Leaves of absence (maternity/paternity)
☐ Health-club memberships

☐ Other (please specify)

[   ]

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

○ 100%
○ 75%
○ 50%

○ 25%
○ Less than 25%
○ None

○ Other (please specify)

[   ]

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

○ 100%
○ 75%
○ 50%

○ 25%
○ Less than 25%
○ 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
○ 15 days
○ 20 days

○ 25 days
○ 26+ 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:

○ 1   ○ 4   ○ 7

○ 2   ○ 5   ○ 8

○ 3   ○ 6   ○ 9+

7. Did you give a bonus in 2024?

○ Yes

○ No

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

[   ]

9. Do you have a profit-sharing program?

○ Yes

○ No

10. If yes, what was the average percentage contributed per employee to the profit-sharing program in 2024?

[   ]

11. How often do you facilitate employee performance reviews?

○ Annually

○ Semi-annually

○ Never

○ Other (please specify)

[   ]

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1. Do you currently (check all that apply):

☐ Require contract for project clients

☐ Require contract with AOR clients

☐ Include artwork ownership clause in contracts

☐ Use sequential liability clause on insertion orders

☐ Have clients review agency performance regularly

☐ Require POs for vendor purchases

2. Are you compensated on (check all that apply):

☐ A project basis

☐ Retainer/fee-based terms

☐ Commission and/or markup

☐ Incentive-based terms (risk/reward)

☐ Other (please specify)

3. In 2025, have your client marketing budgets generally:

○ Increased

○ Decreased

○ Stayed the same

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

○ Yes

○ No

5. If yes, what is your current blended rate?

6. Which of the following billing practices do you typically use? (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   ○ 60 days

○ 30 days   ○ 90 days

○ 45 days   ○ 120+ days

8. Are your clients typically billed for media:

○ As soon as the insertion order is cut

○ Directly by the media

○ When the final media bill arrives and is checked

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

Printing	_____
Freelance design/writing	_____
Web programming	_____
Stock photography	_____
Video services	_____

10. Do you have a line of credit?

○ Yes

○ No

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1. Does your agency have (check all that apply):

☐ 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, are they paid:

◯ Salary plus commission   ◯ Straight Salary

◯ Draw against commission   ◯ Straight commission

◯ Other (please specify)

[ ]

4. What was your New Business Developer's total compensation in 2024?

[ ]

5. What tools do you use to market to potential clients? (Check all that apply)

☐ Social Content   ☐ Direct mail

☐ SEO   ☐ Cold calls

☐ Google AdWords   ☐ Email

☐ Website/Landing Pages   ☐ LinkedIn (Paid Ads)

☐ White Papers   ☐ Facebook (Paid Ads)

☐ 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 2024?

[   ]

How many proposals gained new projects/accounts?

[   ]

8. Do you respond to RFPs?

○ Always

○ Sometimes

○ Never

9. Do you use a CRM?

○ Yes

○ No

10. If yes, please provide the name of the software:

[   ]

11. How do you present your agency's capabilities/portfolio? (Check all that apply)

☐ Online

☐ PPT/Keynote

☐ Traditional

☐ Video

☐ Other (please specify)

[   ]

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

[   ]

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

◯ 0-24%

◯ 25-49%

◯ 50-74%

◯ 75%+

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 2025?

[   ]

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

○ Advantage   ○ CurrentTrack   ○ Silent Partner

○ Asana   ○ Deltek   ○ Trello

○ Basecamp   ○ FunctionFox   ○ Workamajig

○ Clients and Profits   ○ FunctionPoint   ○ Wrike

○ Control G   ○ Monday

○ Other (please specify)

[   ]

2. Which software do you currently use for accounting?

○ Advantage   ○ Nutcache   ○ Silent Partner

○ Clients and Profits   ○ QuickBooks   ○ Workamajig

○ Control G   ○ Sage 50

○ Other (please specify)

[   ]

3. Which of the following software do you currently use for media planning and buying?

○ Strata   ○ BluHorn

○ Telmar   ○ Mediatool

○ GaleForce   ○ MediaPlanHQ

○ SmartPlus   ○ Tapscan

○ Other (please specify)

[   ]

4. What type of digital asset management/storage system do you use? (Check all that apply)

☐ Cloud based

☐ On-site hard drive

☐ Off-site hard drive

☐ Other (please specify)

[ ]

5. What collaboration tools do you use internally or with clients? (Check all that apply)

☐ Dropbox   ☐ MS Teams

☐ Google Workspace   ☐ Sharepoint

☐ Adobe Creative Cloud   ☐ Egnyte

☐ Slack

☐ Other (please specify)

[ ]

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1. Which best describes your agency's current use of AI tools?

◯ Not using AI at all

◯ Experimenting occasionally

◯ Using AI regularly for specific tasks

◯ Using AI extensively across many functions

2. In which areas does your agency currently use AI? (Check all that apply)

☐ Content creation (copy, images, video)

☐ Data analysis/reporting

☐ Project management/operations

☐ Research/insights

☐ Media planning and buying

☐ Client communications

☐ Other (please specify)

[   ]

3. Which of the following AI tools do you currently use?

☐ Abyssale   ☐ Creatopy   ☐ Midjourney

☐ Adobe Firefly   ☐ Descript   ☐ NotebookLM

☐ AdCreative.ai   ☐ Fathom   ☐ Omneky

☐ Canva Magic Studio ☐ Gemini (Google) ☐ Runway

☐ ChatGPT   ☐ Grammarly / GrammarlyGO ☐ Smartly.io

☐ Claude   ☐ Jasper   ☐ Synthesia

☐ Copy.ai   ☐ Lumen5

☐ Other (please specify)

[   ]

4. On a scale of 1–5, how integrated are AI tools in your agency's daily workflow?

| 1 Not at all | 3 Somewhat | 5 Very much |

5. How valuable do you feel AI tools are to your agency's success?

○ Not valuable

○ Somewhat valuable

○ Moderately valuable

○ Very valuable

○ Essential

6. What is the biggest benefit you've seen (or expect to see) from using AI in your agency?

[text box]

7. What challenges or concerns do you have about using AI? (Check all that apply)

☐ Accuracy/reliability of outputs

☐ Cost of tools

☐ Client trust/acceptance

☐ Other (please specify)

[text box]

☐ Ethical concerns (bias, copyright, originality)

☐ Training/skills required

☐ Integration with existing workflows

8. What percentage of your agency's annual budget is currently allocated to AI tools?

○ 0%

○ Less than 5%

○ 5–10%

○ 10–20%

○ More than 20%

9. How would you rate your team's skill level with AI tools?

○ Beginner   ○ Intermediate   ○ Advanced   ○ Expert

10. How likely is your agency to increase AI use in the next 12 months?

○ Very unlikely   ○ Unlikely   ○ Neutral   ○ Likely   ○ Very likely

11. How do you see AI shaping the future of small advertising agencies over the next 3-5 years?

[text box]

1. Which of the following services do you provide for your clients? (Check all that apply)

☐ App development	☐ Marketing automation	☐ Programmatic media buying
☐ Blogs	☐ Mobile/location marketing	☐ SEO/SEM
☐ Both	☐ Online ad creation	☐ SMS/MMS
☐ Content marketing	☐ Online media buying	☐ Social media
☐ eBooks/Digital publications	☐ Online video	☐ Viral marketing
☐ Email marketing	☐ OTT	☐ Website development
☐ In-house	☐ Outsourced partner	☐ Website Management
☐ Internet radio	☐ Podcasting/vodcasting	
☐ Other (please specify)		

[   ]

2. How do you handle digital media buying?

○ In-house

○ Outsourced partner

○ Both

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
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? (Check all that apply)

☐ Customer testimonials

☐ Thought leader interviews

☐ Product demonstration videos

☐ Viral videos

☐ Video blogs

☐ 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 later this year.