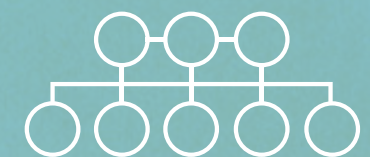
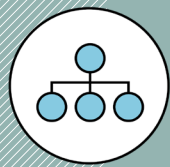


HUBSPOT
PARTNER
PUBLICATION

THE GUIDE TO AGENCY ORG STRUCTURES

SEE REAL-WORLD EXAMPLES FROM
INBOUND AGENCIES ACROSS THE GLOBE.





INTRODUCTION

BUILDING AN AGENCY THAT SCALES

How should I staff my agency? Who is my next hire? How do I build an agency that scales?

We hear these questions all the time.

Staffing and structuring can be especially challenging for those who are transforming their agency into an inbound agency. They might be used to project work, or they might have been a design and dev shop in the past and lack a strong client service or content development team. And even if you have a solid structure to service and deliver inbound services now, you still need to consider the future of your agency. What roles do you need to consider staffing for in the next six months or a year from now?

It's a lot to consider. And while organizational structures might sound outdated, they are essential for understanding how you want to grow.

Jim Collins wrote:

“Leaders of companies that go from good to great start not with ‘where’ but with ‘who.’ They start by getting the right people on the bus, the wrong people off the bus, and the right people in the right seats.”

And this “who” is the most important element for growing a successful agency. People are the life blood of your firm. You don't run a manufacturing firm. Your people are main reason why clients want to work with you.

In addition, an org chart provides staff with insight on where they belong, who is accountable for what, and what their career path at the company looks like -- a key to retaining talented individuals.

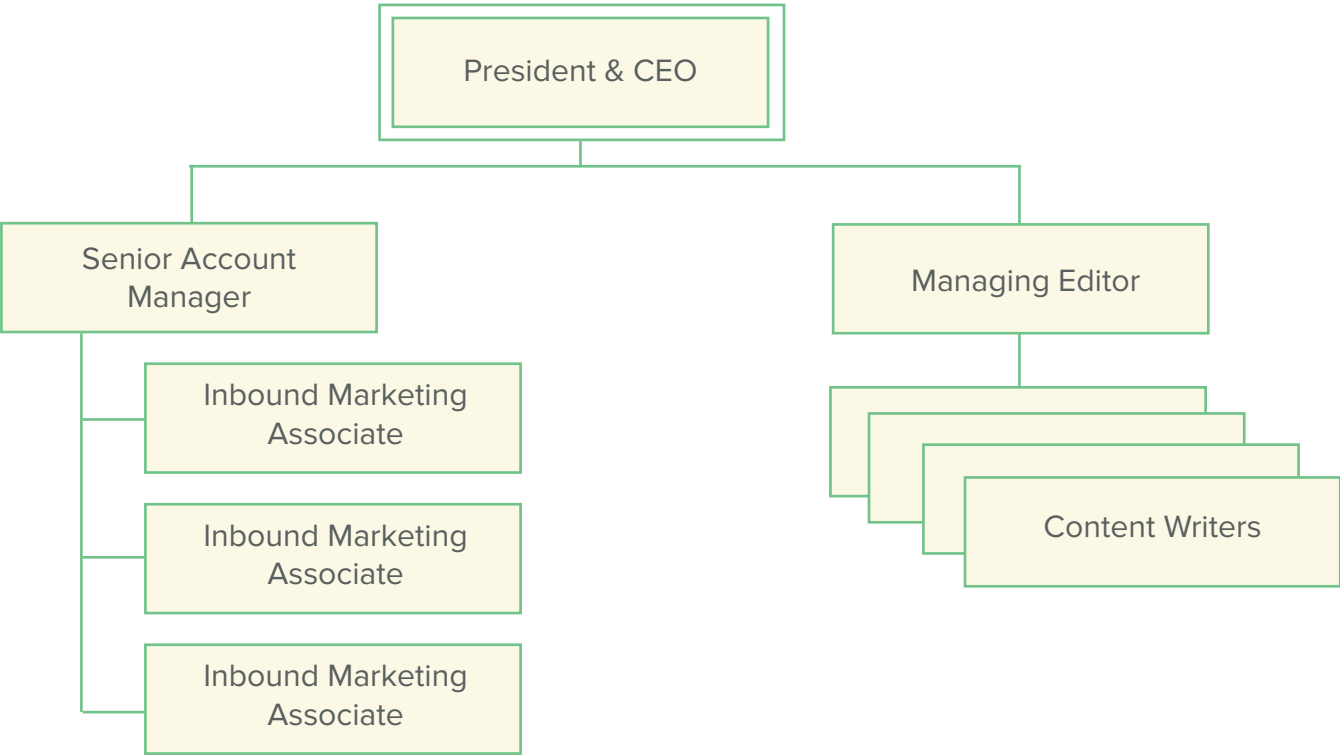
To uncover the secret to putting the right people in the right seats, we asked a few HubSpot Partners -- from Tennessee to Australia to Israel -- to outline how they staff and structure their agencies.

Take a look to discover what skills and roles are important, how agencies define these roles, and how staff collaborate and coordinate with other departments and outside resources.

**This guide is not optimized for printing. Some charts reflect future positions.*

G2M Solutions

G2M is a HubSpot Platinum Partner based in Australia. It was founded in 2007 and focuses on inbound marketing and lead generation for the B2B market. It works in a pod structure, and pods are replicated as it brings on new clients. Each pod manager collaborates with the managing editor who coordinates with more than 20 freelance writing specialists.

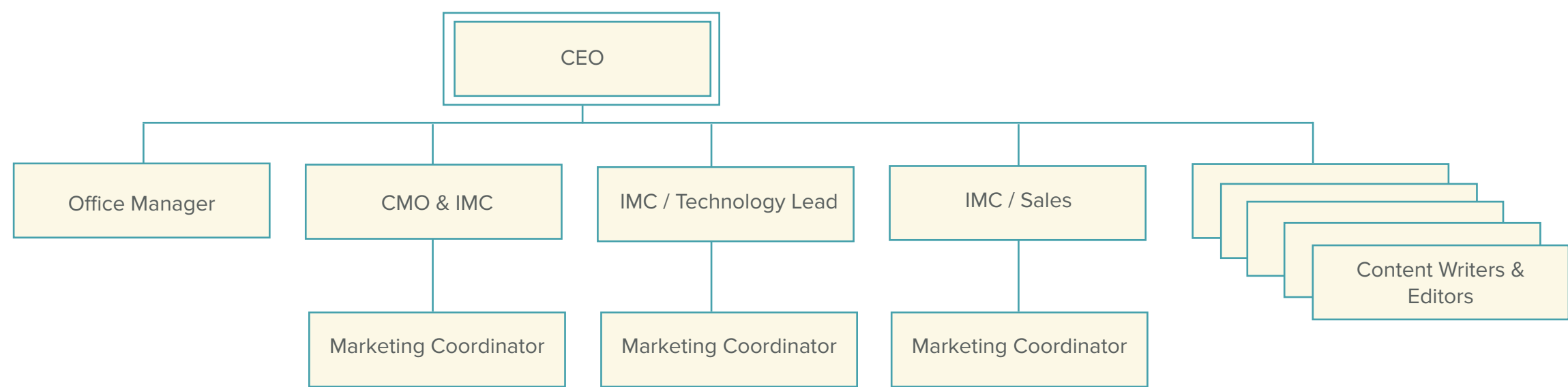


“ The pod leader is the person with the main responsibility for all client communications, all project management, and for keeping revenue of their pod at a pre-determined level. Everyone on our team has a ‘passion project’ or specialization so that we can tap into these skills when needed.

- Chris Fell | Founder & Managing Director

Penguin Strategies

Penguin Strategies is a Gold HubSpot Partner based in Israel with staff in Boston, Massachusetts. Perry Nalevka founded the agency in 2012 with Nili Zaharony, and they have built the team around the inbound marketing coordinator position. Nalevka has scaled the agency by partnering with or absorbing freelance/lifestyle agencies and bringing the talent and clients into Penguin Strategies.



“ When you scale, you’re looking longer-term.

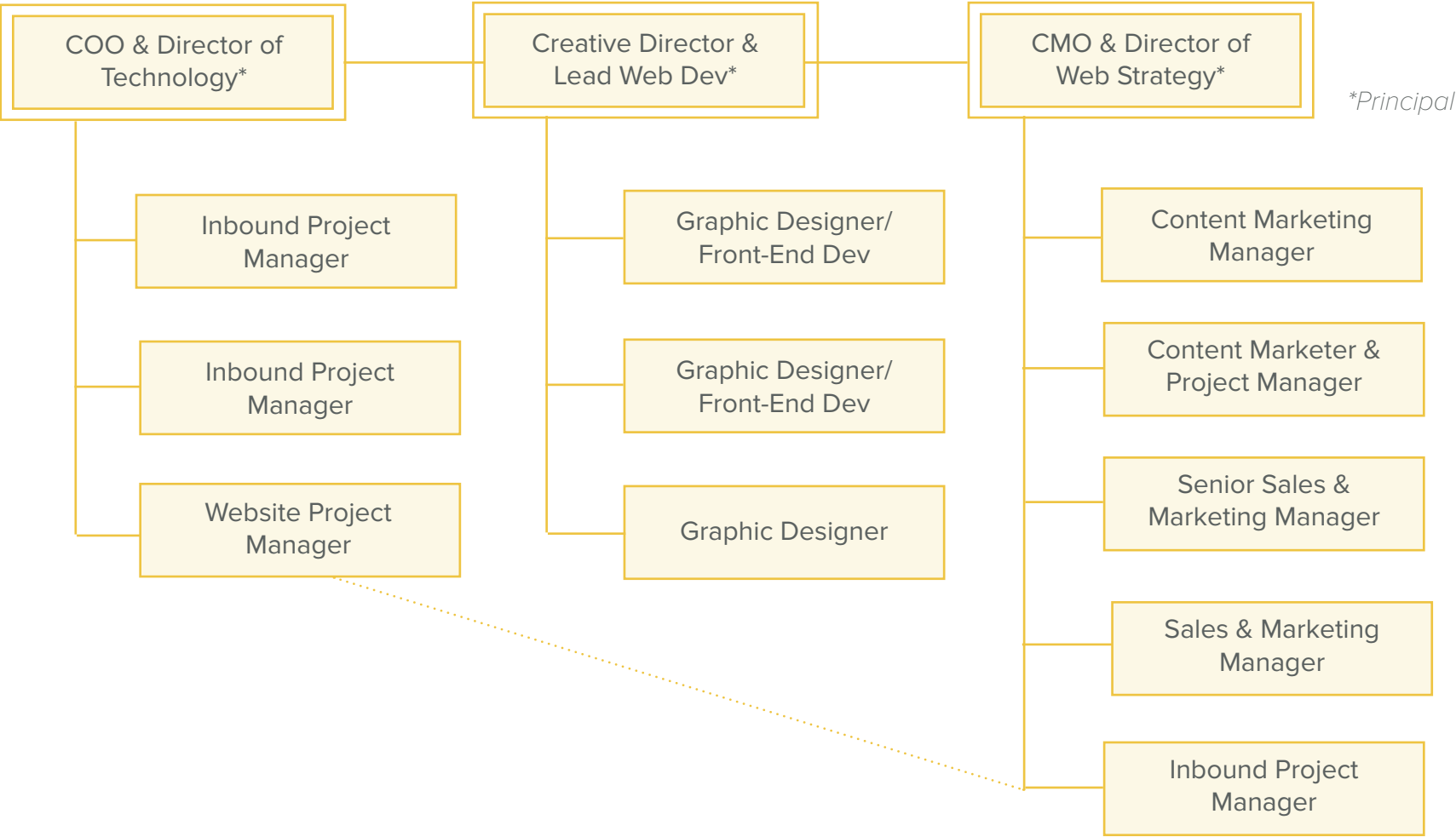
In lifestyle agencies, there is more outsourcing going on. They are hiring people to take off the menial work for the agency owner, who are usually really good marketers who are charging high dollars for their time.

When you are scaling, you need to find copies of that super marketer, and the owner needs to move out of the day-to-day customer management as fast as possible.

- Perry Nalevka | CEO

VIEO Design

VIEO Design is Gold-tier HubSpot Partner agency located in Knoxville, Tennessee. The agency was founded in 2008.



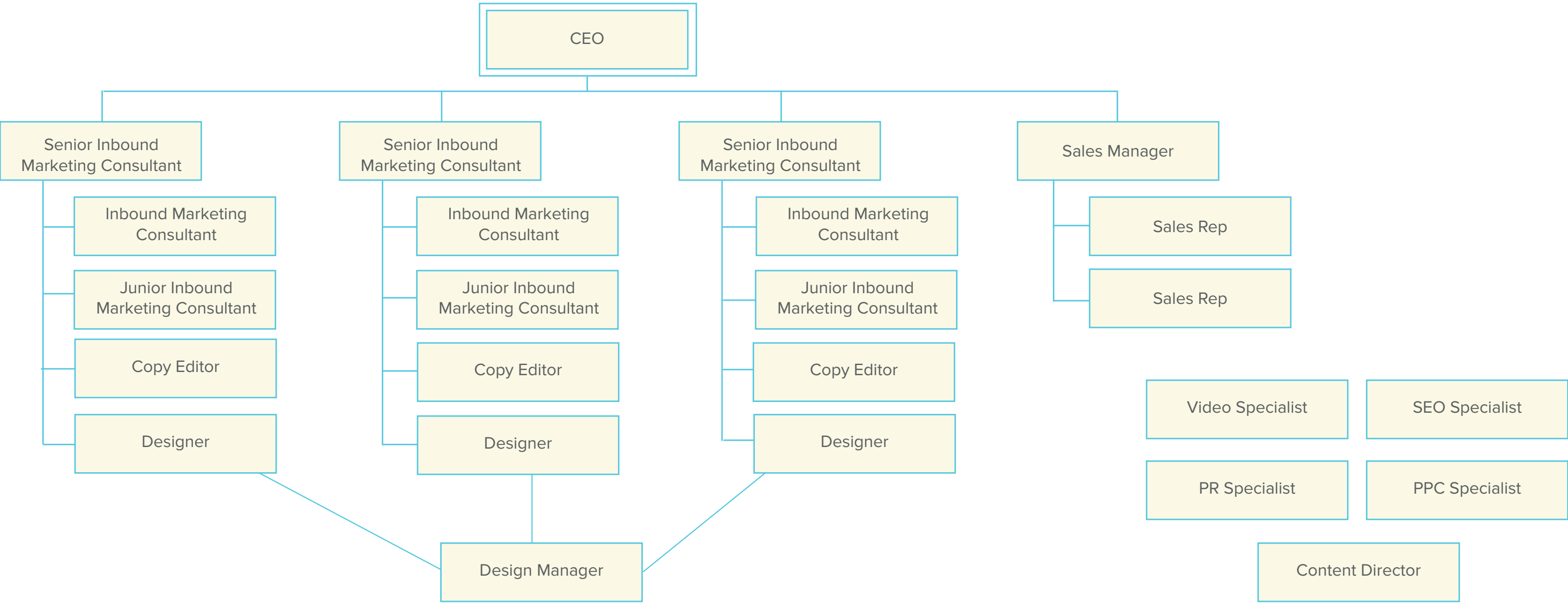
“ After becoming an official HubSpot Partner agency, our next hire was an inbound marketing project manager. We had many key roles in place because we already offered inbound services, but we expected growth and needed a multi-skilled team member with a strong background in social media and SEO.

After posting the position, HubSpot was a key tool for narrowing down the list of candidates. I used HubSpot forms to accept applications and created lists to target top candidates. I could gauge each applicant’s level of interest in our company from the number of pages visited and whether he or she subscribed to our blog. Using the social inbox, I set up lists to monitor candidates on Twitter and see who demonstrated the skills I needed. HubSpot’s email tool was invaluable for keeping all applicants up to date on the process, setting up phone interviews, and monitoring who was opening my messages and clicking the links.

- Holly Yalove | Principal & CMO

Bluleadz

Bluleadz was founded in 2009 and is a HubSpot Gold Partner. Its rapid growth can be attributed to Founder Eric Baum’s focus on scaling the agency. Baum has made contacts with key freelancers and smaller marketing or design firms that he eventually acquires to be able to scale. In addition, he implemented bonus structures for each team. “You have to have a clear path for what you want to accomplish and how you are going to do it,” Baum said.

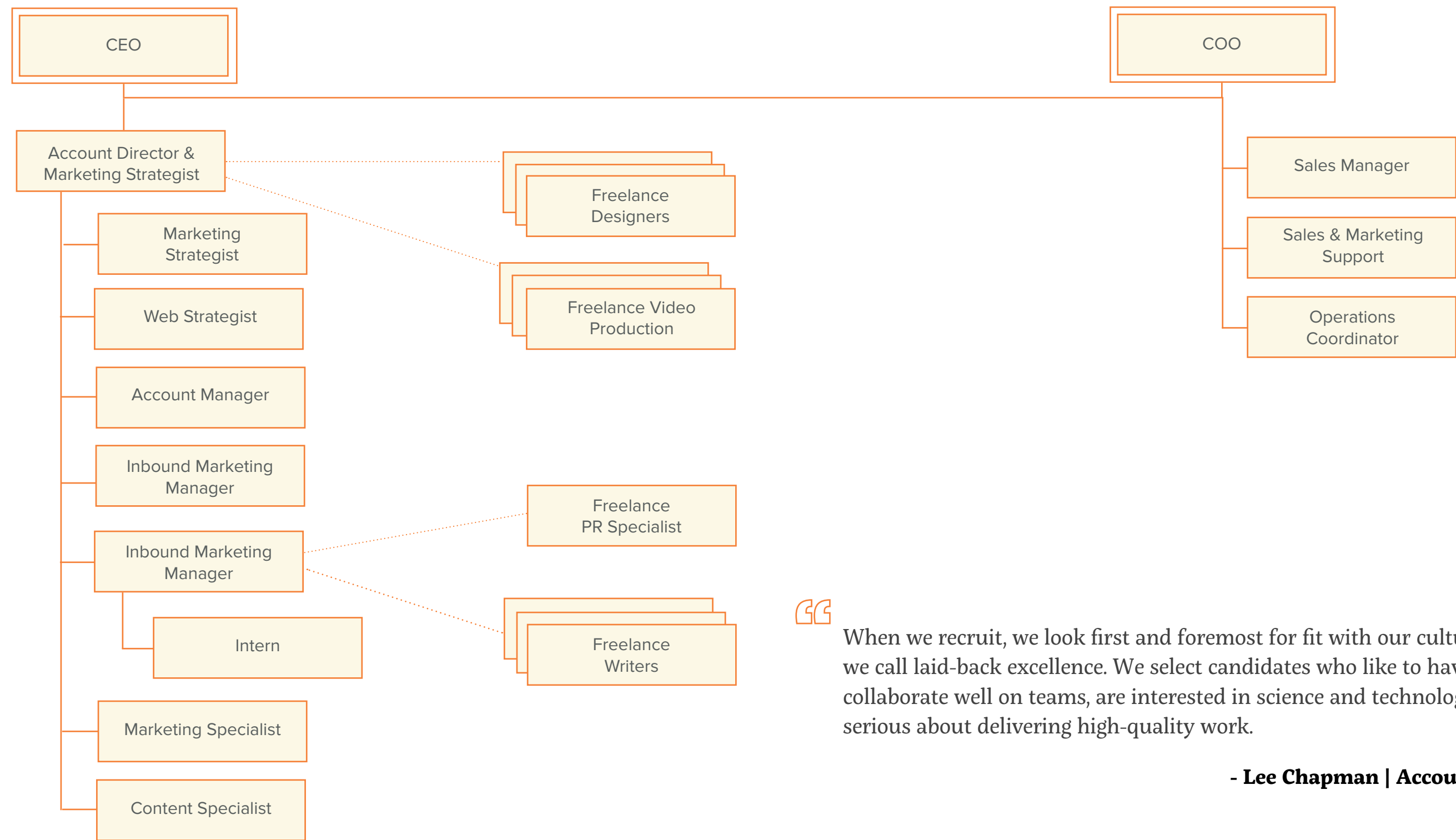


If you want to scale, you need sales. If you’re not good at sales, you’re not going to be able to grow. Since I’m a sales person, my first hires --- in order -- were an inbound marketing coordinator, copywriter, and designer. With this group, we are building out pods. Then, as we grow, we are going to need to bring on more specialists.

- Eric Baum | CEO & Founder

TREW Marketing

TREW Marketing is an inbound agency focused on the science and engineering field. It was founded by Wendy Covey and Rebecca Geier in 2008 and is located in Austin, Texas. The agency is dedicated to hiring senior-level account managers who control the relationships with clients and also negotiate and manage contractors for each project or retainer.

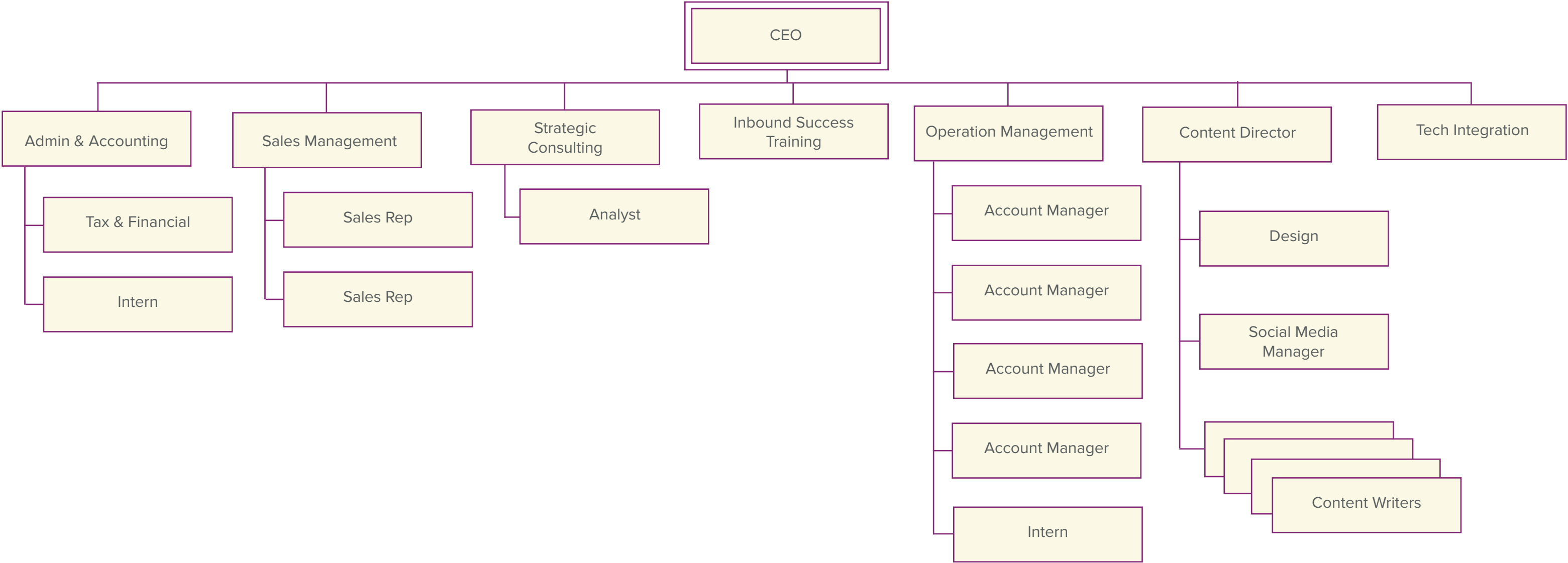


“When we recruit, we look first and foremost for fit with our culture, which we call laid-back excellence. We select candidates who like to have fun, collaborate well on teams, are interested in science and technology, and are serious about delivering high-quality work.”

- Lee Chapman | Account Director

GROU

Grou began as a spin-off of the digital strategy team of a larger agency to focus on delivering inbound marketing services. This Gold Partner agency has since grown to employ more than 20 people. The agency is located in Monterrey, Mexico and currently services 10 clients. Their mid-term goal is to service 48 clients.

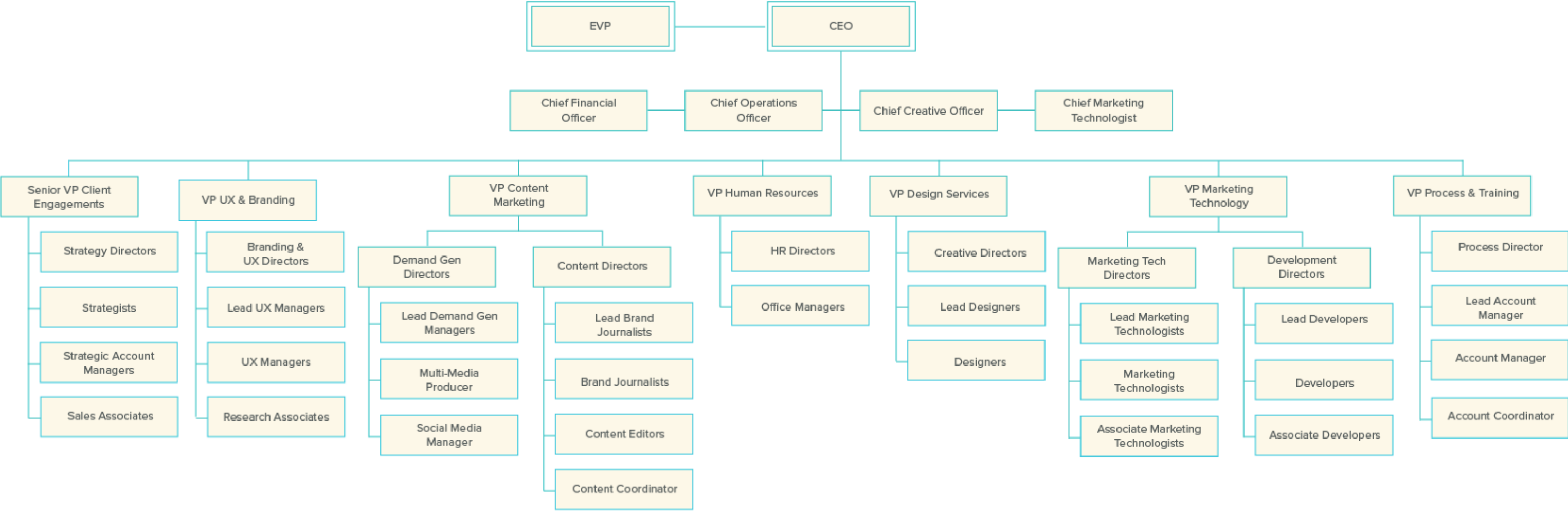


We recruit A+ players to deliver our clients A+ results. The recruitment process consists of different interviews to evaluate the skills of what we define as an A+ player. This player has to be analytical, creative, digital savvy, result-driven -- a leader.

- Marcelo Gutiérrez | Operations Manager

Kuno Creative

Kuno Creative -- a Diamond HubSpot Partner -- is located in Avon, Ohio. It focuses on the software and technology, healthcare, and manufacturing industries. For each retainer, a team of five to six people (a strategist, brand journalist, technologist, developer, account manager, and sometimes a UX manager) are added to the account.

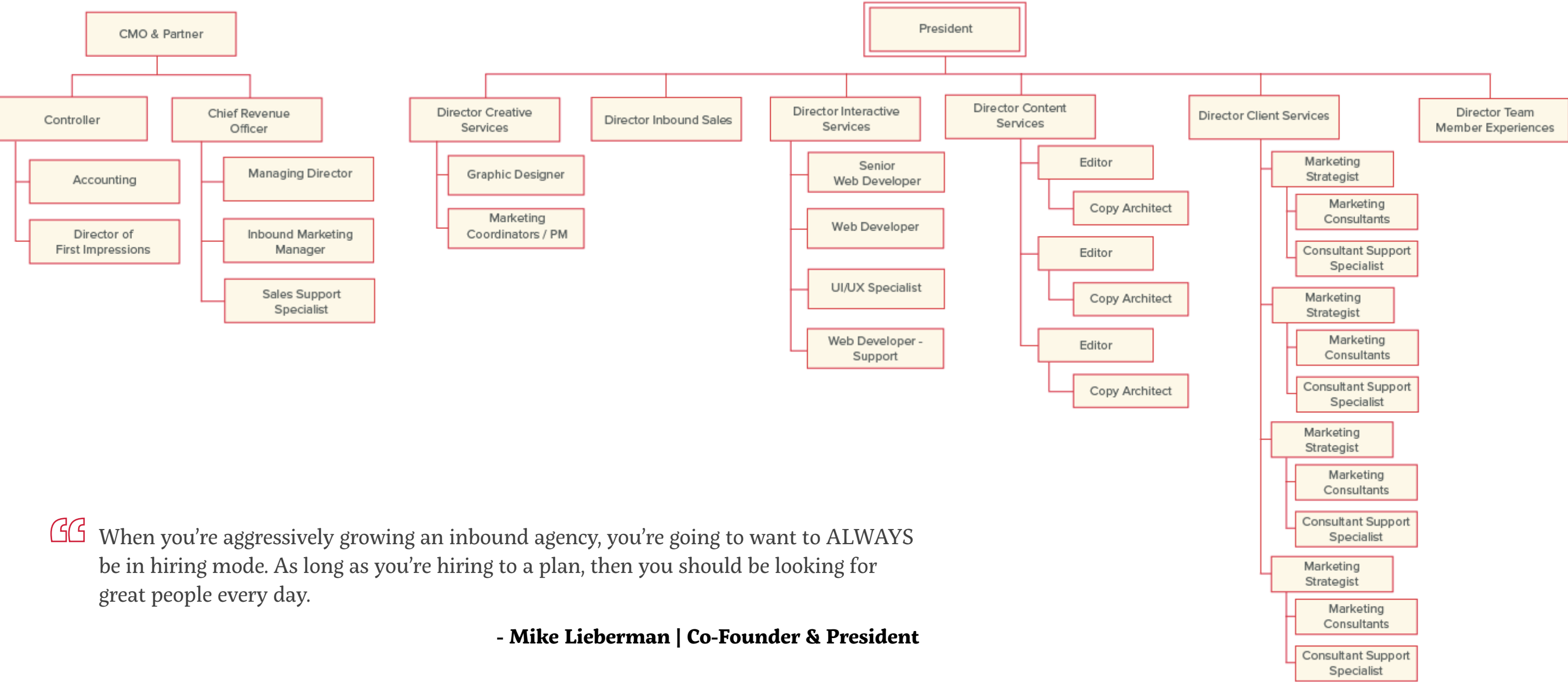


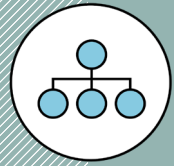
Our organizational chart is constantly evolving and also serves as a vision document. It's important that our employees know that there are currently many opportunities for advancement, and new positions will be created regularly as we continue to grow.

- Chris Knipper | CEO

Square 2 Marketing

Square 2 Marketing was the first Diamond Partner, and it currently employs more than 58 people. The full-service inbound agency has scaled through an acquisition strategy, acquiring Savvy Panda in late 2014 and Primum in early 2015. It also launched Agencies 2 Inbound to provide agency owners with knowledge, resources, and coaching services.





CREDITS

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She is the editor of Agency Post, HubSpot's blog for the agency professional.

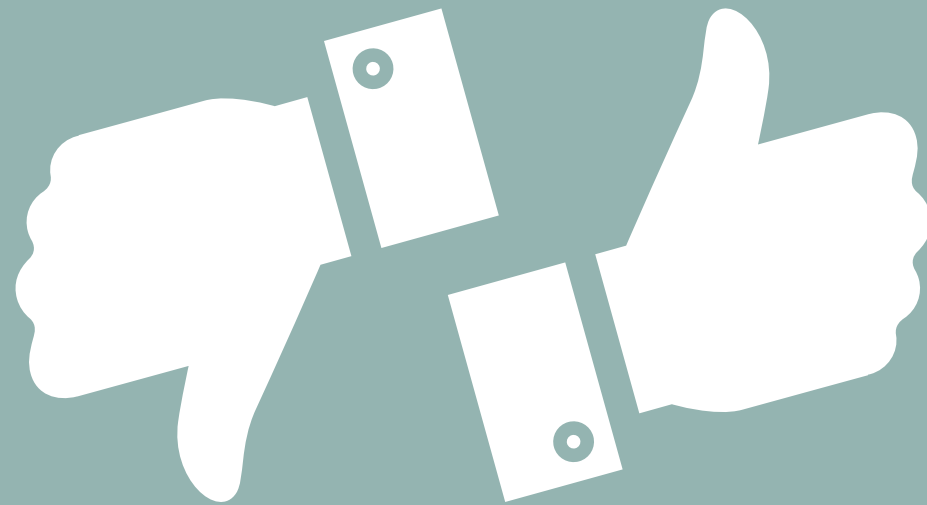


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