

only find success. Having a nimble and engaged team that understands the agency's purpose will only help you grow.

No process is perfect. Some people are great interviewees with great references, but simply aren't a great cultural fit. Even with the most stringent processes, about one out of five hires turns out to be wrong. We know that A players want to work with A players, while B players will generally work with C players.

Agency marketers need to and will start working closer with HR. That means looking at long-term recruitment plans and channels that will aid your agency in attracting the top talent. Having the right team and talent when mistakes and challenges happen will ensure that the agency strives to course-correct quickly.

Traditional methods are no longer the norm, adapt and learn to market in a digital age. Pay attention to your internal audience, current employers are the life source of any agency, they're your brand ambassadors.

Part of the job is undoubtedly to inspire and entrench your agency's purpose so that it feeds back into the total organisation, which in turn grows your clients exponentially.

We know that focus drives results, so what will your focus be in 2014?

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ABOUT TARRYN PITCHERS

Tarryn Pitchers is Joe Public's marketing manager, having previously held the post of senior account manager at Ogilvy Public Relations (Johannesburg). Tarryn brings diverse knowledge to the Joe Public brand having managed FMCG, advertising and technology clients such as KFC South Africa, Ogilvy and Mather South Africa and Altech Autopage Cellular. Follow @tarrynpitchers on Twitter.
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