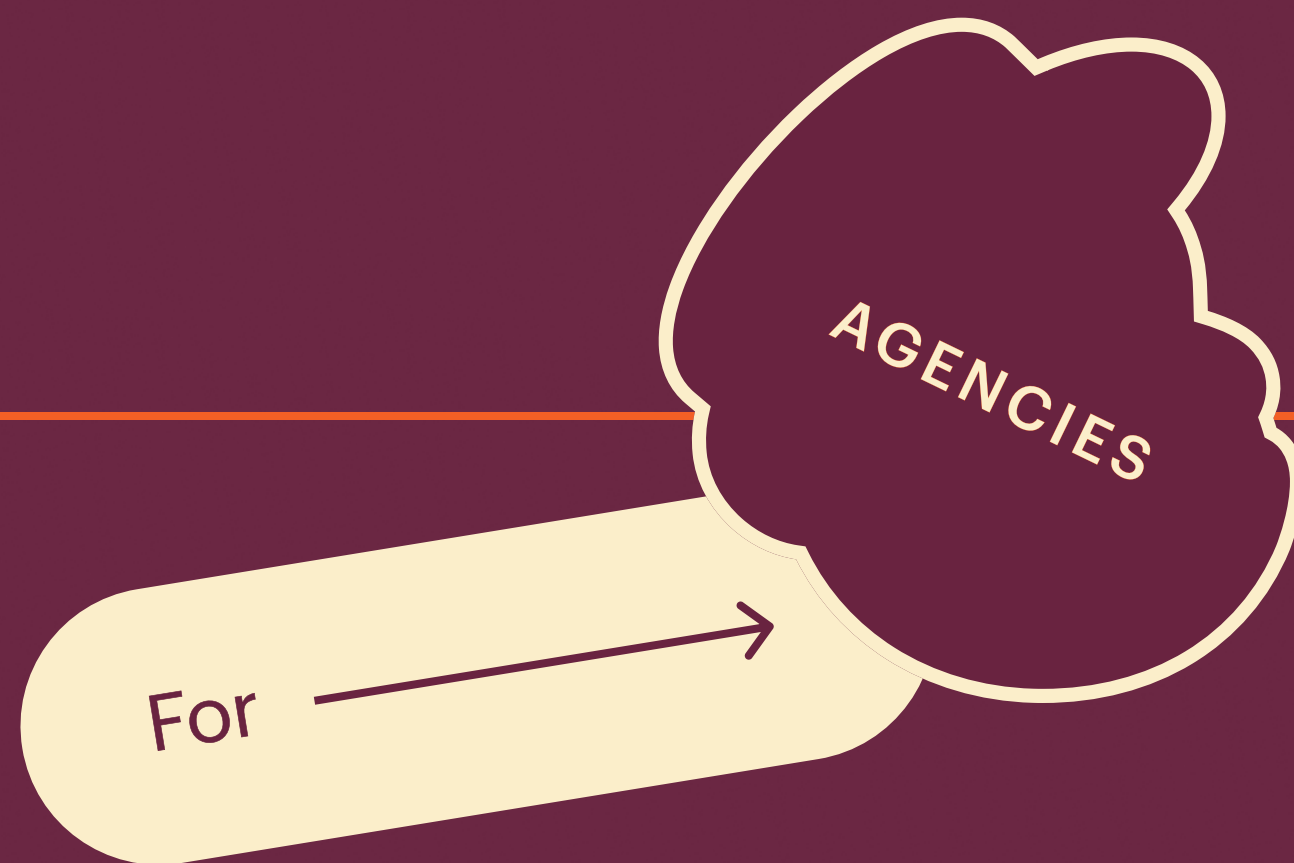


Benchmark Report





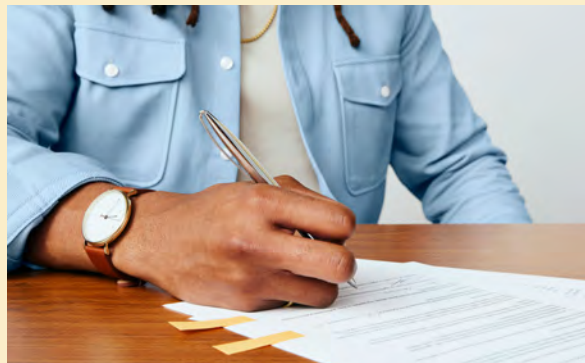
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Stronger Together⁴⁸

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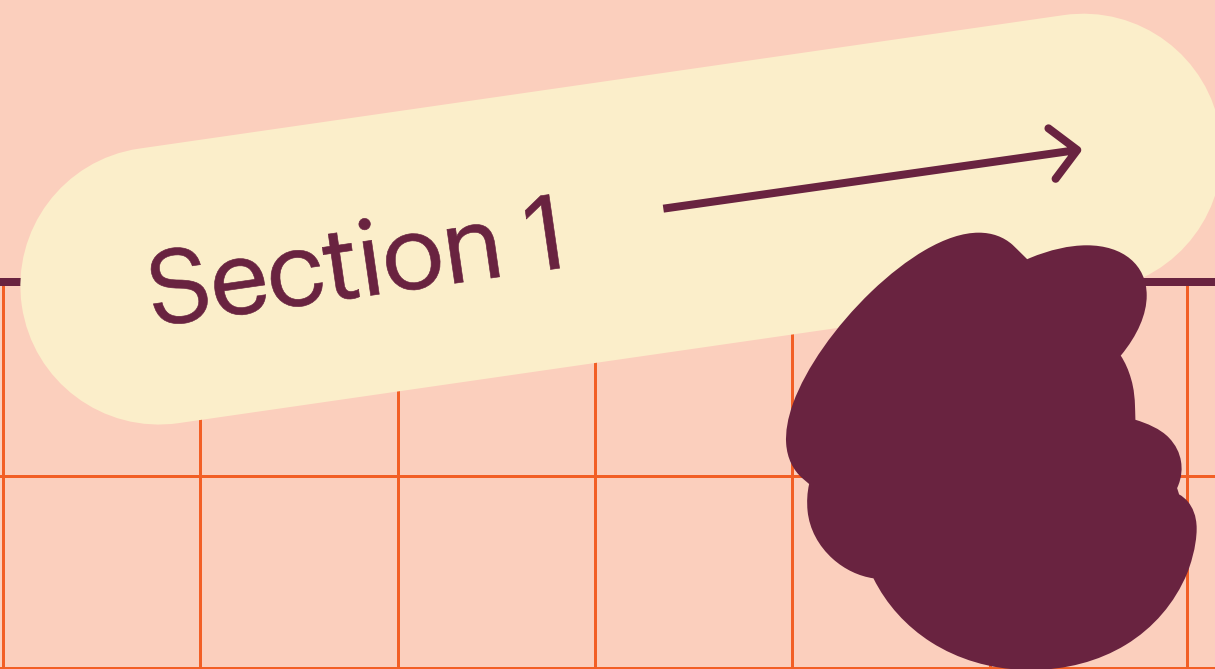


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Mailchimp & Co is a global insider community of agencies and freelancers who help their clients get the most out of Mailchimp. The program is designed to help marketers like you expand your expertise, grow your network, simplify your work, and get rewarded.

By becoming a member, you'll gain access to exclusive marketing resources, tools, and training at no additional cost. As you reach membership milestones, you'll unlock enhanced tools and benefits that can help you manage your clients, learn new skills, and grow your business.

Explore our membership tiers and benefits [→ here](#)



We're thrilled to present the 2023 Mailchimp & Co Benchmark Report, packed with the latest data and insights from agencies, consultants, and marketing experts like you who are dedicated to helping their clients succeed.

This year's report covers everything from current marketing trends to insights on pricing services to getting new business leads. We've also homed in on the significance of balance and uncovering how you spend your time. Now more than ever, it can be especially important for marketers like you to prioritize managing your time and energy, and by doing so, you can learn how to be productive for the long haul.

At Mailchimp & Co, we know the power of forming communities and connections with peers across the industry—and the positive impact it can have on your business. When we engage with agencies and professional marketers around the world, you continually tell us the value you find from connecting and learning from one another. This study is designed to help foster those connections as we share collective learnings from responding industry peers.

That's why we believe this annual Benchmark Report is so important: it's a comprehensive collection of perspectives and feedback from a global community of experts that's designed to help you learn how to achieve your marketing and business goals—and benefit from a broad community of peers along the way.

Since I started at Mailchimp in March 2023, it's been evident to me the positive impact agencies and freelancers have on our entire business. We're here to help you run and scale your businesses and serve your clients effectively and efficiently. I truly believe our business is helping yours grow and that, when we join forces, we're stronger together.

From all of us at Mailchimp & Co, we thank you for taking part in and reading this report. We're committed to supporting you throughout your professional journey as you grow, learn from, and connect with other industry professionals. If you're looking for a supportive community that can help you navigate the challenges of the industry, and you haven't signed up to be a part of Mailchimp & Co, we would love for you to join us.



Ken Chestnut

Global Head of Mailchimp Ecosystem

Join the community at mailchimp.com/andco



WHY THIS MATTERS

The annual Mailchimp & Co Benchmark Report prepared in partnership with BenchPress and The Agency Collective uncovers data on respondents' revenue, pricing, new business, and other critical factors that impact agencies.

With the creation of this year's Benchmark Report, marketers like you have once again helped provide a detailed perspective on the current state of the industry. We believe that insights like these are a testament to the power of collaboration and the importance of sharing knowledge within the community.

The Benchmark Report is a prime example of the value that can be created when marketers come together to share their experiences and knowledge. We hope that the information presented here will not only help you make informed marketing decisions but also inspire you to contribute to the ongoing conversation and growth of the industry.

As you dig into this year's findings, you'll discover **data, tips, exclusive resources, and best practices from marketers around the world** that can help you move your business forward. You'll also come across quotes from some Mailchimp partners along the way.

Let's dive in.

Join the community at mailchimp.com/andco



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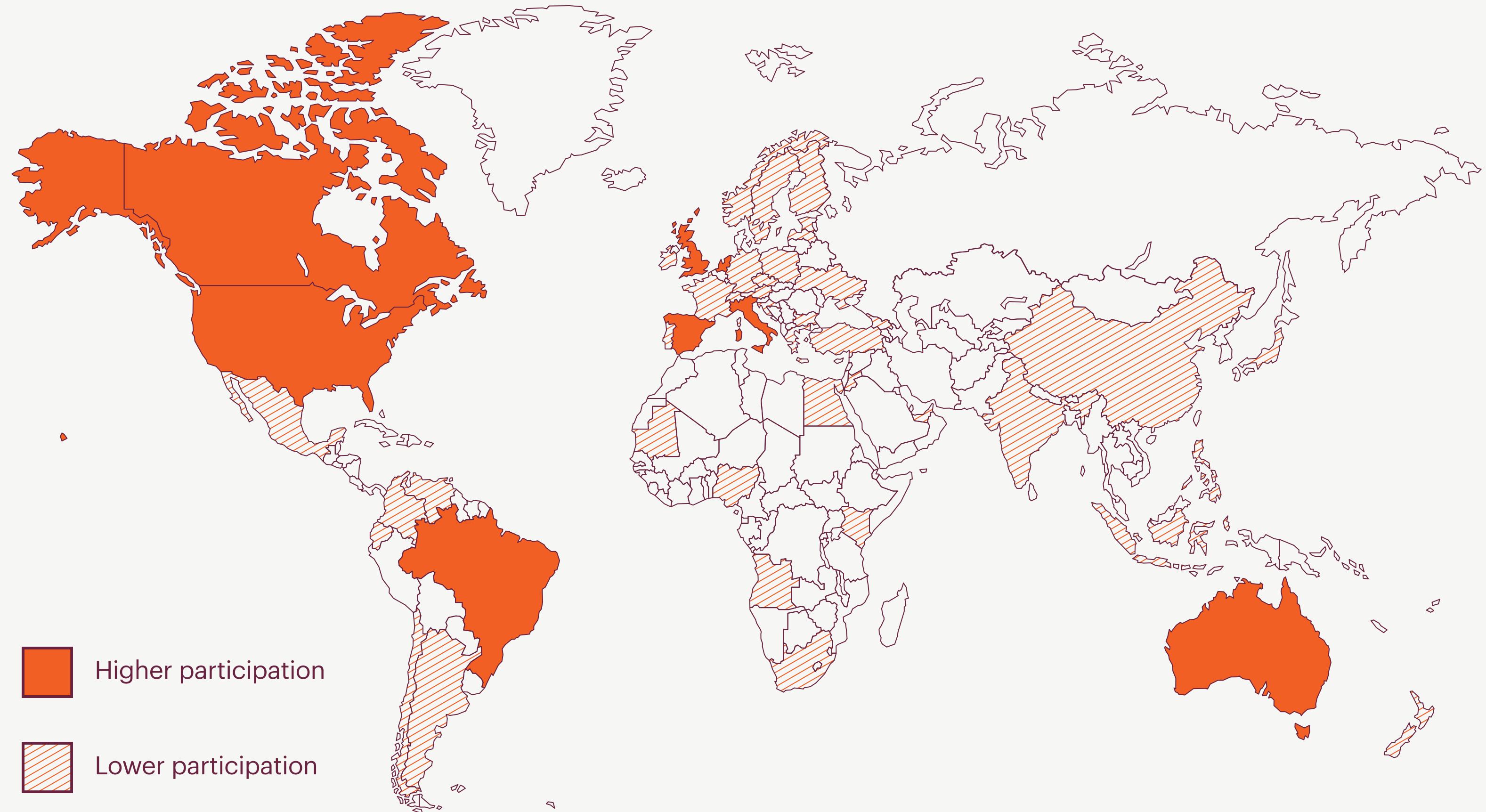
Survey respondents

At Mailchimp & Co, we're committed to producing invaluable resources that represent our diverse community. As of May 2023, our community is made up of over 43,000 members and counting* from over 174 countries. Thanks to the input from survey participants worldwide—including existing members of Mailchimp & Co, as well as those who've yet to join—we have successfully fulfilled our commitment once more.

Overall, **1,062 agencies and 483 freelancers** took part in the 2023 benchmarking survey.

AGENCIES FROM 61 COUNTRIES PARTICIPATED:

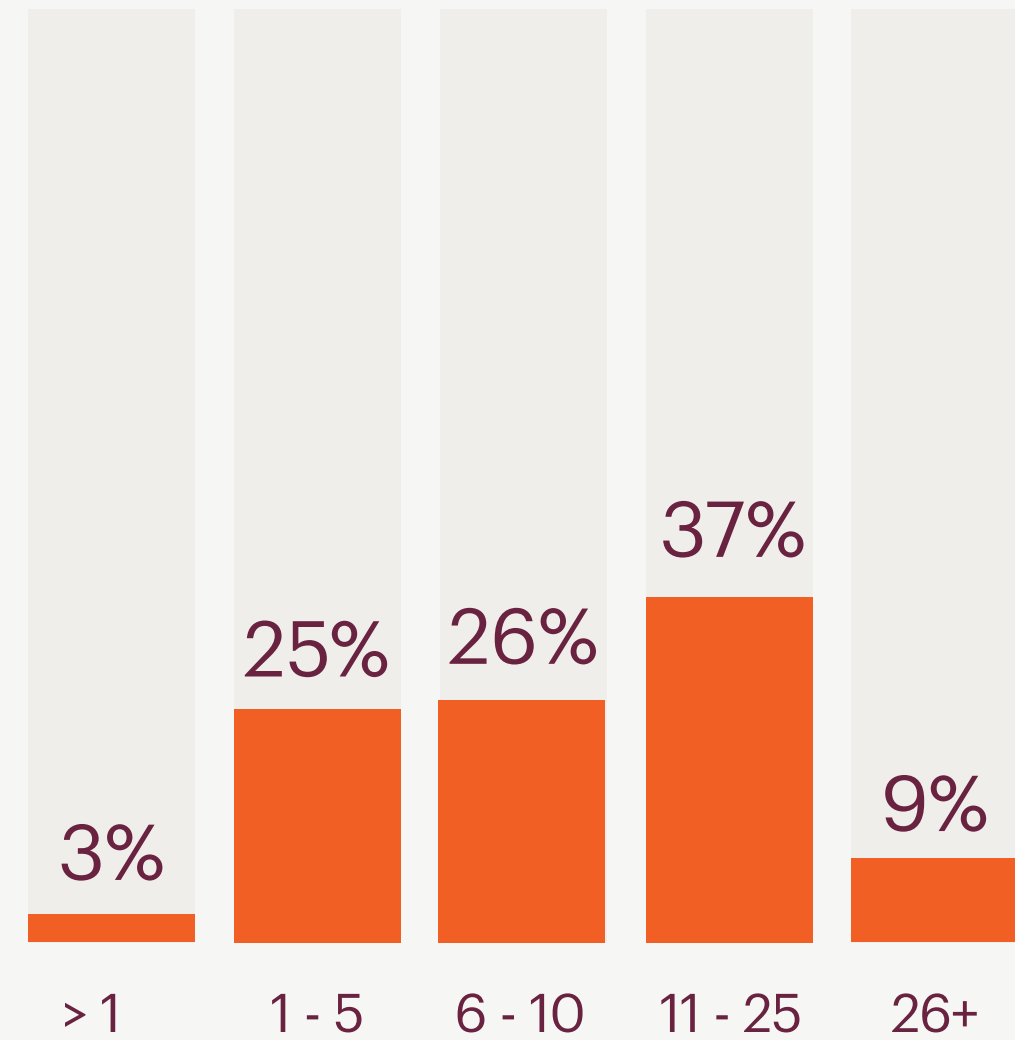
UK, USA, Canada, Australia, Spain, Angola, Argentina, Austria, Bangladesh, Barbados, Belgium, Brazil, Bulgaria, Chile, China, Colombia, Costa Rica, Croatia, Czechia, Denmark, Egypt, Estonia, Finland, France, Georgia, Germany, Greece, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Latvia, Mauritius, Mexico, Netherlands, New Zealand, Nigeria, North Macedonia, Norway, Panama, Peru, Philippines, Poland, Portugal, Romania, Singapore, Slovenia, South Africa, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates (UAE), Uruguay, Venezuela



SURVEY RESPONDENTS

Agencies by the numbers

YEARS IN BUSINESS

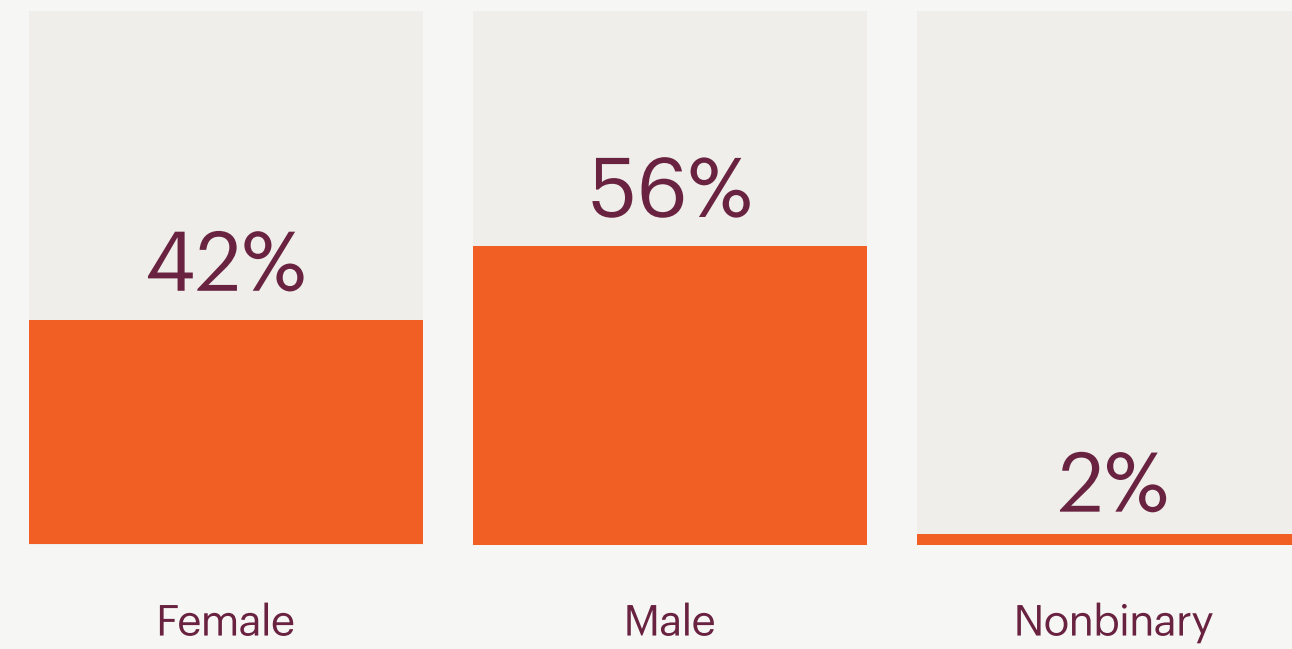


Hailing from different parts of the world, respondents gave us a glimpse into who they are, what they make, how many people they employ, and how long they've been in business. When it comes to finding a staffing sweet spot, **51% of responding agency owners say they have between 0 and 5 employees.**

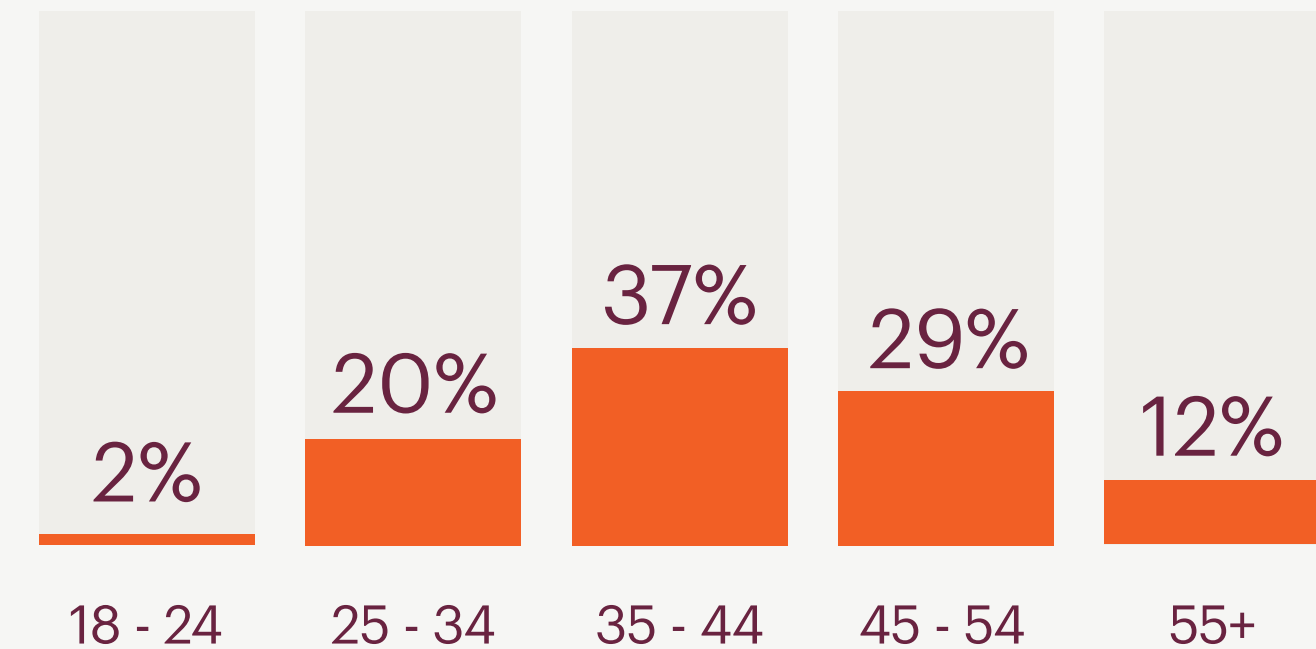
The responses we received represent agency owners with varying levels of experience. **Over 50% of respondents report having somewhere between 1 and 10 years of industry experience while 37% say they have between 11 and 25 years.** Whether you're new to the industry or a seasoned professional, the data provided on gaining new business, expanding your community, and pricing your services can help you grow your marketing business and find more success.

What additional details did we uncover about the agencies we surveyed?

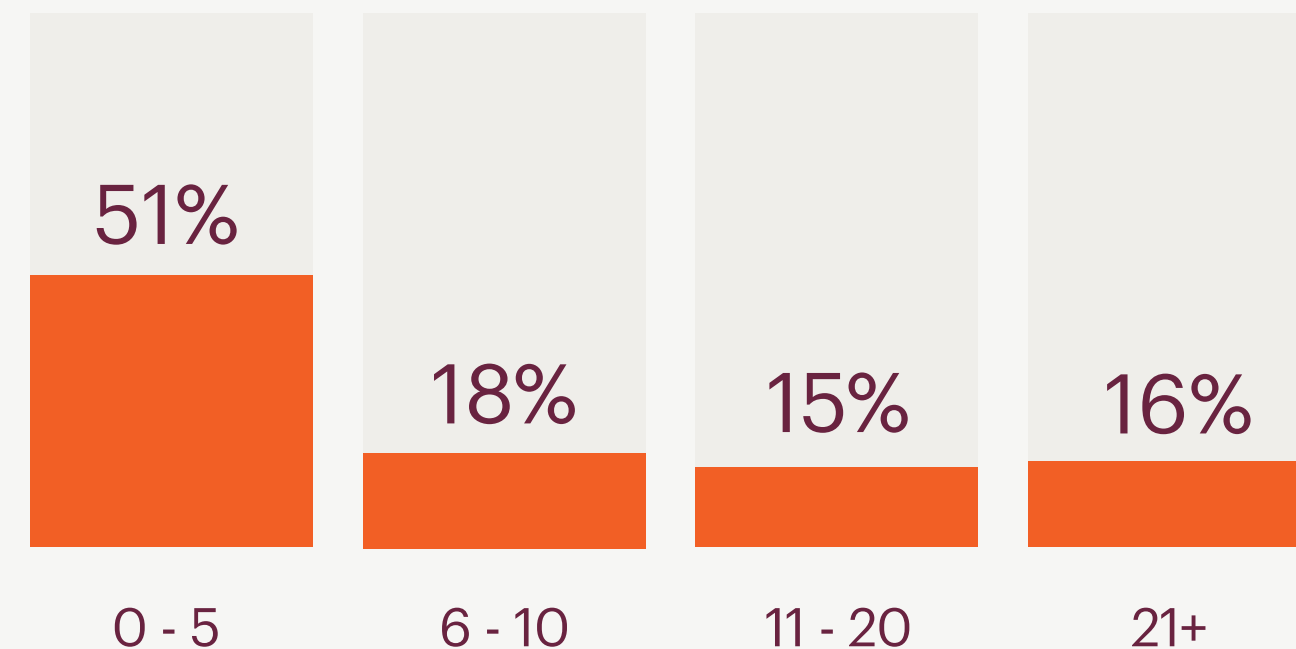
GENDER



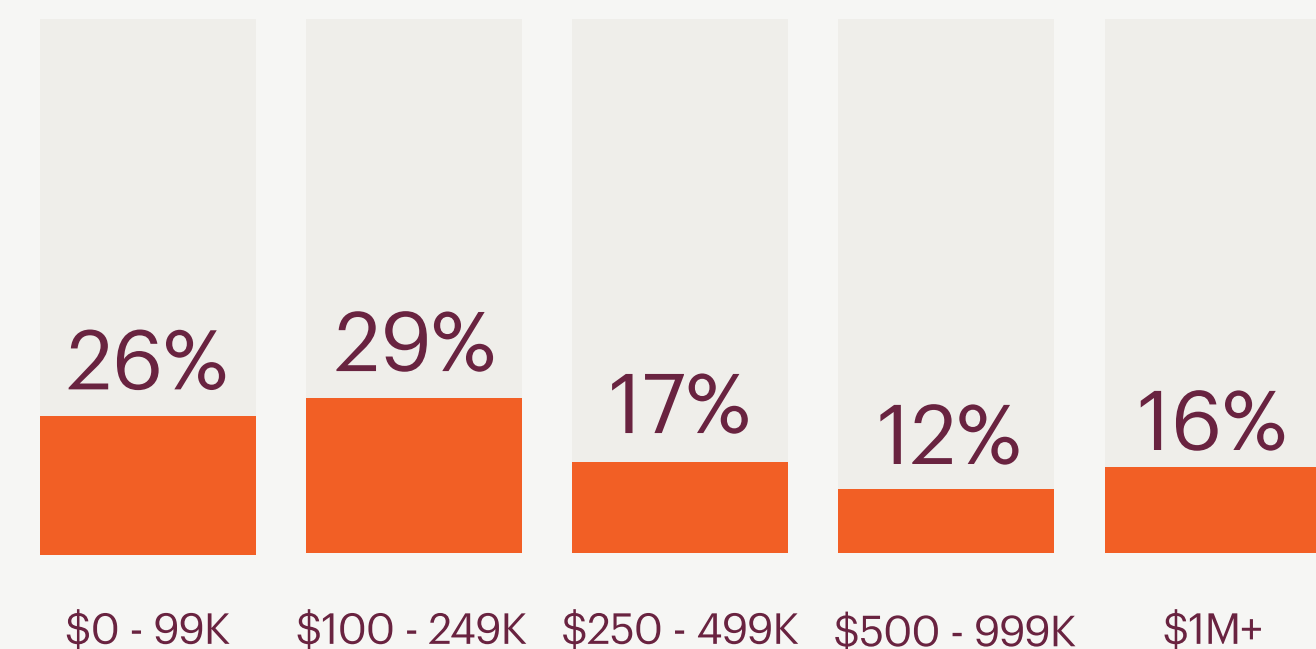
AGE



NUMBER OF EMPLOYEES



ANNUAL REVENUE IN 2022



Agency offerings

What if we told you that you can actually **expand** your business horizons by **narrowing** your focus? Our findings suggest that agencies with a niche or clear area of expertise are nearly **3 times** as likely to experience annual revenue boosts of **26%** and higher compared with agencies that haven't specialized their offerings.

From web development dynamos to inbox impresarios, let's explore some of the more common services dominating the agency landscape—and ask yourself if you're currently specialized in any. A move like this can help broaden your agency's reach and could help your business flourish.

Learn even more about agency specialization on [page 28](#)

WHAT SERVICE OFFERINGS DO AGENCY RESPONDENTS TELL US THEY OFFER?



Market smarter with integrations

You're likely already using multiple tools and programs within your agency, but did you know that Mailchimp integrates with some of them? Take your marketing further by connecting your Mailchimp account to your favorite apps and web services, such as [QuickBooks Online](#), [Shopify](#), [Stripe](#), and more.

Find all of Mailchimp's integrations —> [here](#)



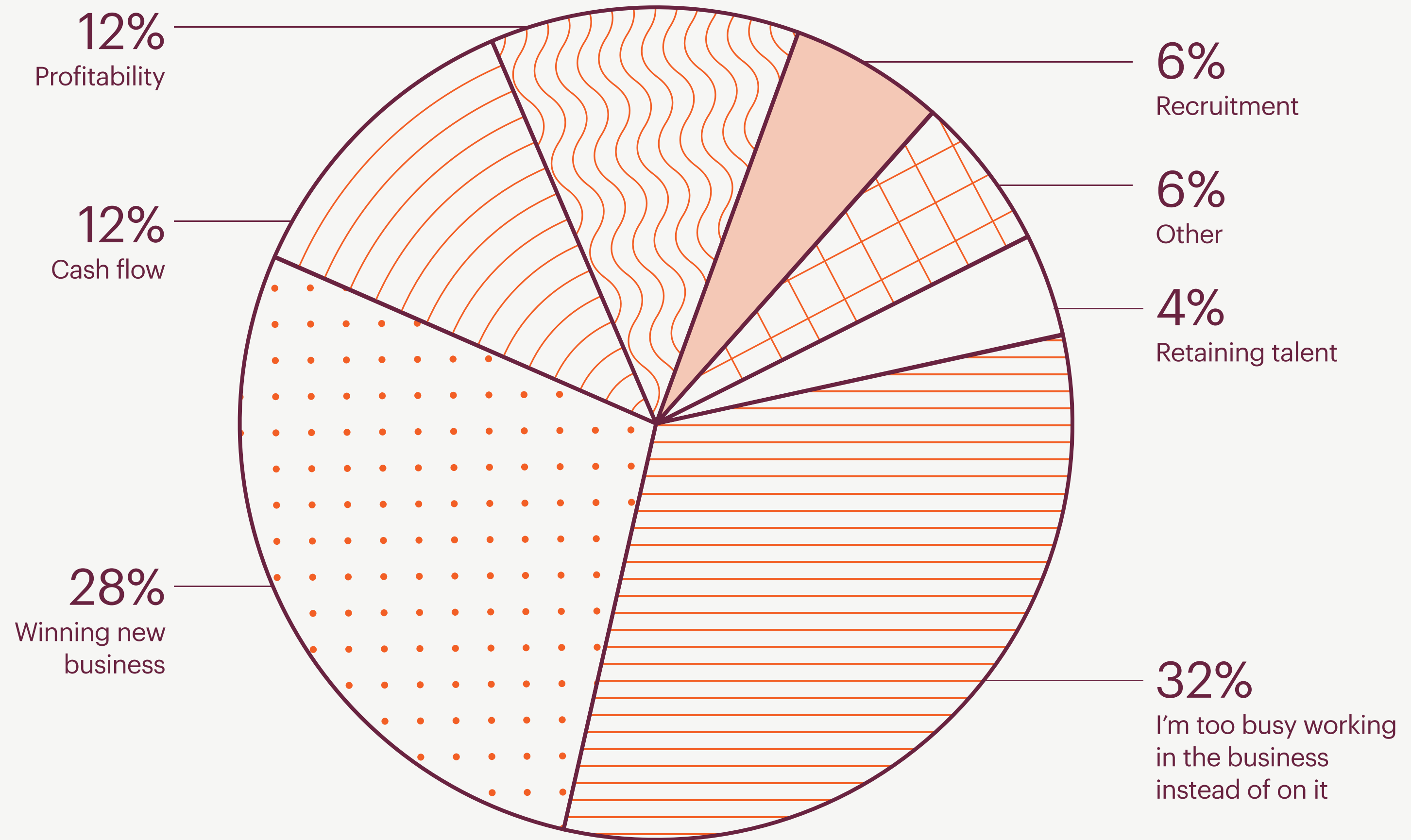
Agencies' challenges

Both small and large agencies face many of the same obstacles, including acquiring new clients, managing cash flow, and increasing profitability.

Similar to last year's report findings, being too busy working *in* the business instead of *on* it remains the top hurdle agency respondents say they face, followed by landing new leads.

Despite these barriers, retaining talent has fallen to the least-reported difficulty.

WHAT ARE THE BIGGEST BUSINESS OBSTACLES FOR RESPONDING AGENCIES?



PARTNER QUOTES

Mailchimp partners define success

While working on your business is important, agency respondents tell us there are more factors to consider when it comes to achieving success at work—and Mailchimp partners agree.

In fact, some partners say they define success in a variety of ways, ranging from client satisfaction and employee engagement to their agency’s overall impact in the industry.

Here’s how Mailchimp partners define business success:

“Happy customers, happy employees, and a net margin that allows me to work just 2 days per week.”

— **Javier Moral**, Mailchimp [partner](#) and founder of [Disruptivos](#)

“Customer delight, steady growth in revenue, and great culture.”

— **Robbie Kohli**, Mailchimp [pro partner](#) and founder of [Deep Focus](#)

“The success of my customers. They win, we win.”

— **Richard Lloyd-Roberts**, Mailchimp [partner](#) and co-founder of [Monkeys in Hats](#)

“Having enough clients and generating a decent profit so I can focus 100% of my time on my business instead of working 2 jobs (a full-time job and business as a side hustle). Also, my value in the community, such as donations and providing full-time employment.”

— **Dhashika Ramgolam**, Mailchimp [partner](#) and owner of [Velocity Nine](#)



“Sustainable revenue generation, strong processes and methodologies, and a committed team with a defined culture.”

— **Santiago Melluso**, Mailchimp [pro partner](#) and founder of [DuckDuckChimp](#)

“Happy clients (who see results), a happy team (who finds joy in their work but also work-life balance), and profitability for all.”

— **MaryAnn Pfeiffer**, Mailchimp [pro partner](#) and founder of [108 Degrees Digital Marketing](#)

“Getting to work with clients and projects that excite us and getting paid well for our work.”

— **Emily Ryan**, Mailchimp [pro partner](#) and co-founder of [Westfield Creative](#)

“Achieving top-line revenue and profit goals. Accomplishing our mission of helping share incredible experiences and unforgettable memories with fans.”

— **Brian Bauer**, Mailchimp [partner](#) and president of [Bauer Entertainment Marketing](#)





A majority of survey respondents **remain optimistic about the future of their businesses.**

At Mailchimp & Co, we're committed to nurturing this optimism by supporting you on your journey toward success. That is why this report offers data-driven insights that can help you learn how to unlock more business growth while promoting work-life balance.


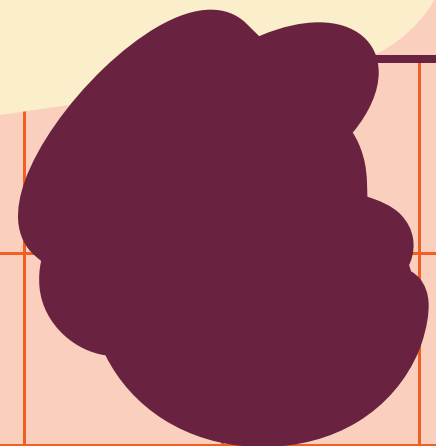
Remember, taking care of yourself isn't just beneficial for you—it can be advantageous for your business, too.

So, embrace the journey ahead with renewed focus and confidence. You've got this.





Money Moves

Section 2  



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Money Moves

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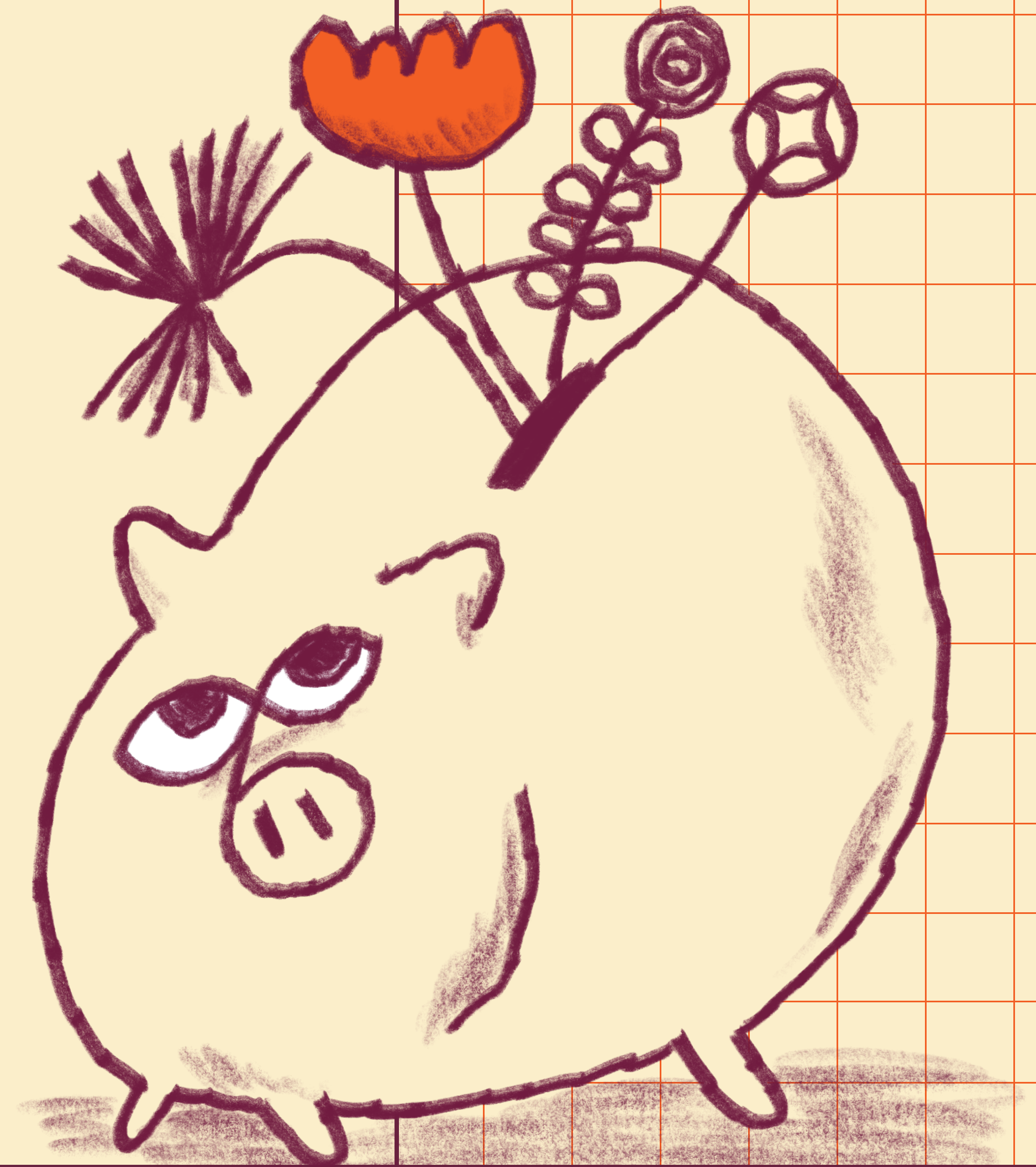
The million-dollar advantage

89% of agency respondents who report **earning \$1M or more per year** say they are more likely to increase their employees' salaries compared to **62%** of respondents who report earning less than **\$1M** per year.

The data we've uncovered from respondents suggests that a focus on revenue growth and strategic planning can have an impact on an agency's ability to offer competitive salaries and retain top talent.

By implementing proven growth strategies, such as **specializing in an area of marketing**, agencies can help position themselves for opportunities to gain financial success and provide their staff with the salaries they deserve.

At Mailchimp & Co, our business is helping you grow yours. One of the ways we help agencies and freelancers prosper is by offering members an opportunity to earn financial rewards. [Sign up for Mailchimp & Co](#) and connect 2 clients on paid Mailchimp plans to start cashing in on your hard work.





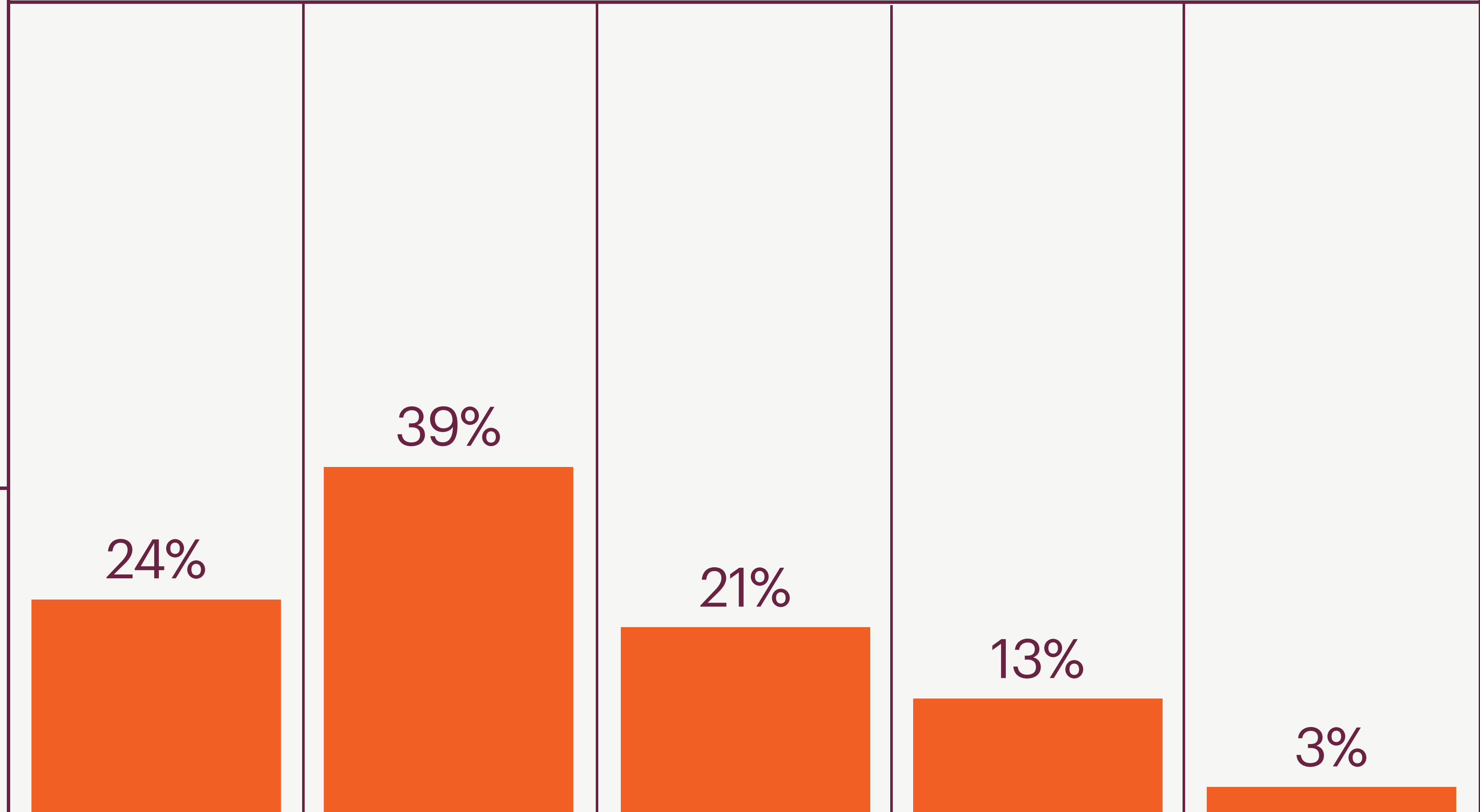
Understanding the numbers

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Over the last year year, **25%** of agency respondents say they grew revenue by **26%** or more, compared to the previous year, when **33%** of agency respondents said the same.

While there was a slight dip in revenue growth of responding agencies between 2021 and 2022, **63%** of respondents maintain they're still seeing positive growth—and that's something to celebrate.

BY HOW MUCH DID AGENCY RESPONDENTS SAY THEY GREW THEIR REVENUE BY IN 2022?

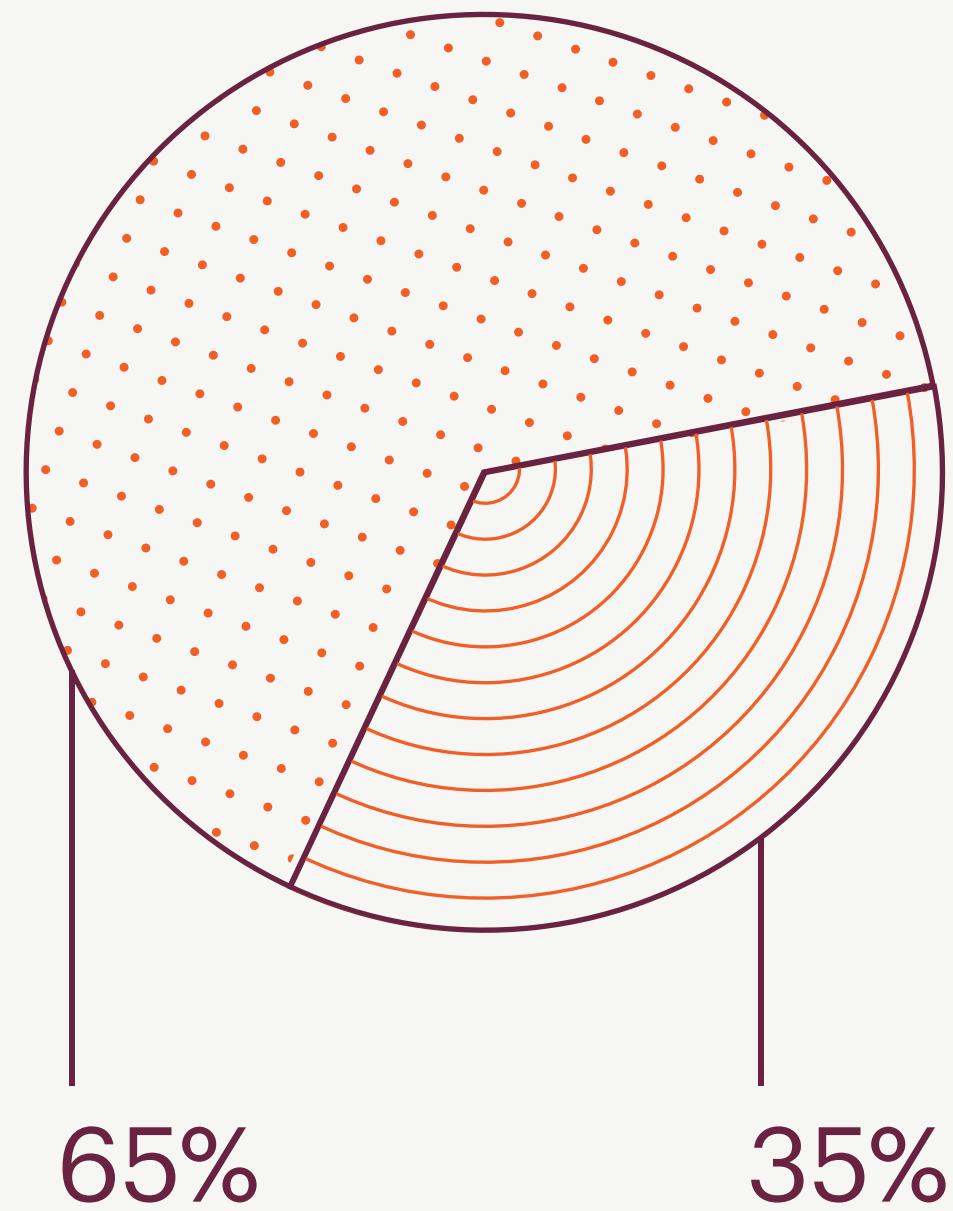


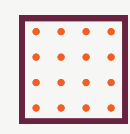
“We started our agency in 2022, so our goal is to grow fast while maintaining the profitability of our projects and growing in size and revenue.”

— **Alessandra Farabegoli**, Mailchimp [pro partner](#) and co-founder of [Palabra Società Benefit Srl](#)

Blended rates

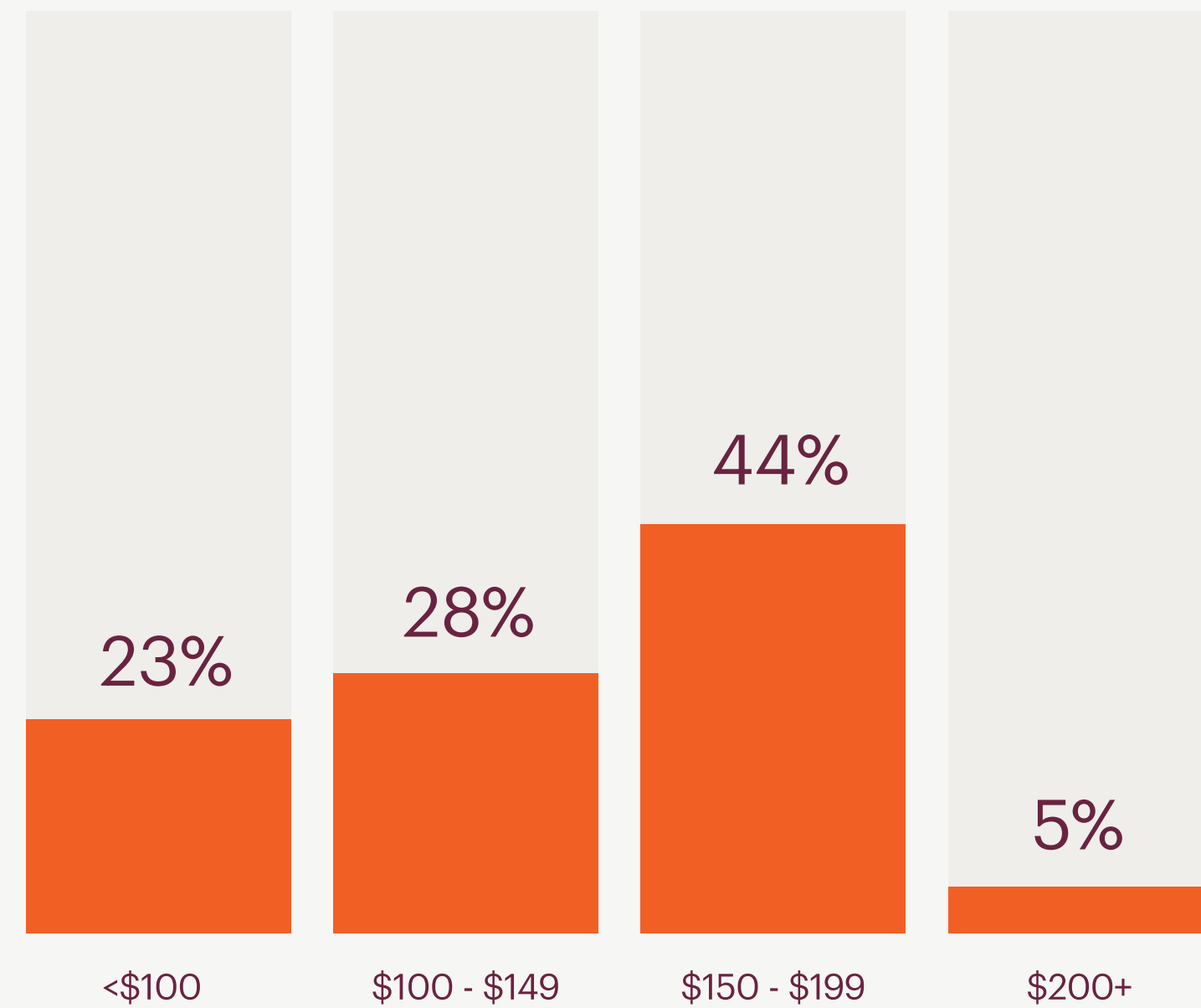
Blended hourly rates varied around the world, with the most noticeable difference being between the rates charged inside and outside of North America.



 **Blended rate** - a single rate that applies to all team members

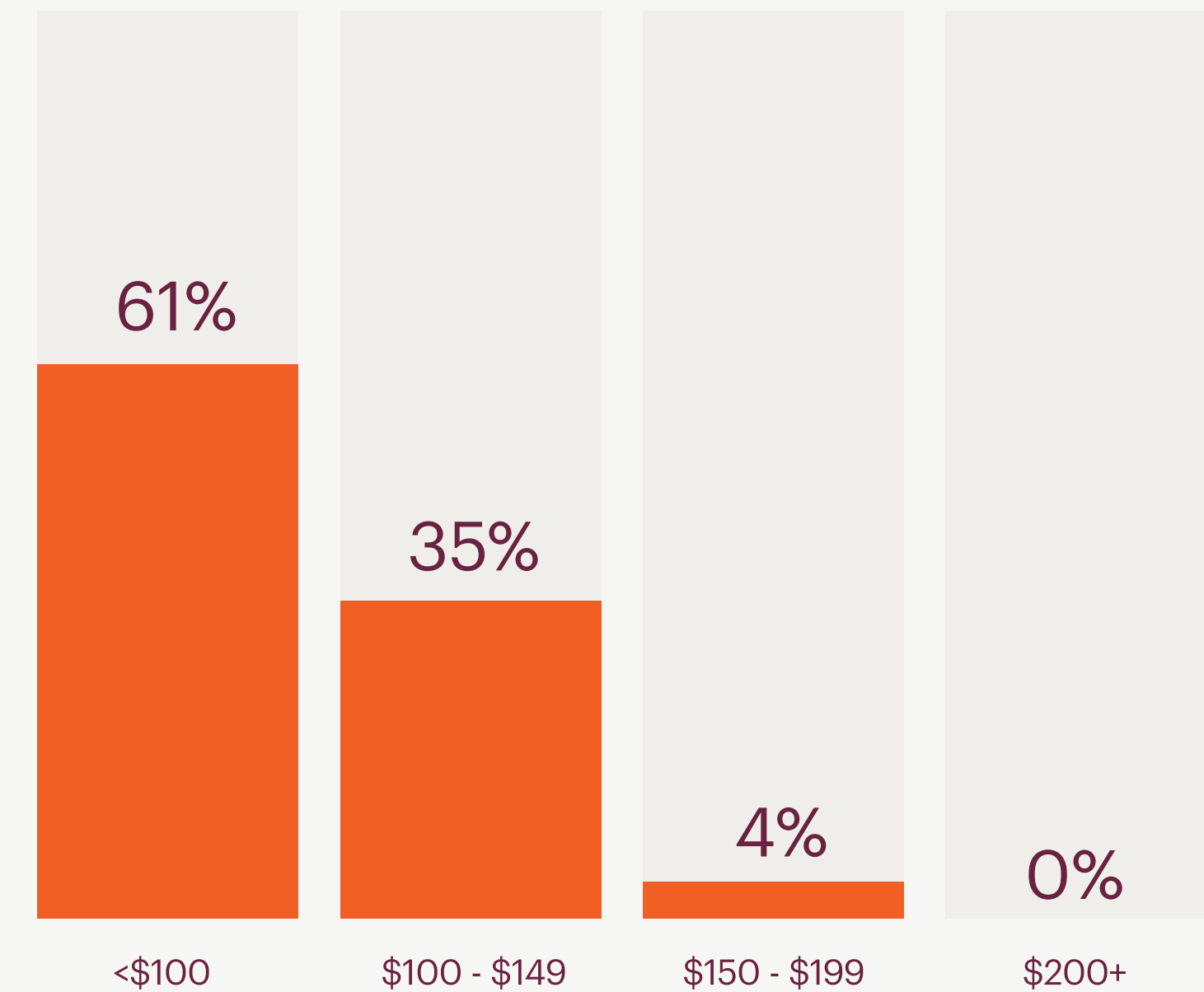
 **Tiered rates** - different hourly rates for each team member

BLENDED HOURLY RATES **IN** NORTH AMERICA



The top 10% of responding agencies **in North America** report being able to charge **an average blended rate of \$197 per hour*** while the remaining respondents in North America report being able to charge **an average blended rate of \$132 per hour***

BLENDED HOURLY RATES **OUTSIDE OF** NORTH AMERICA



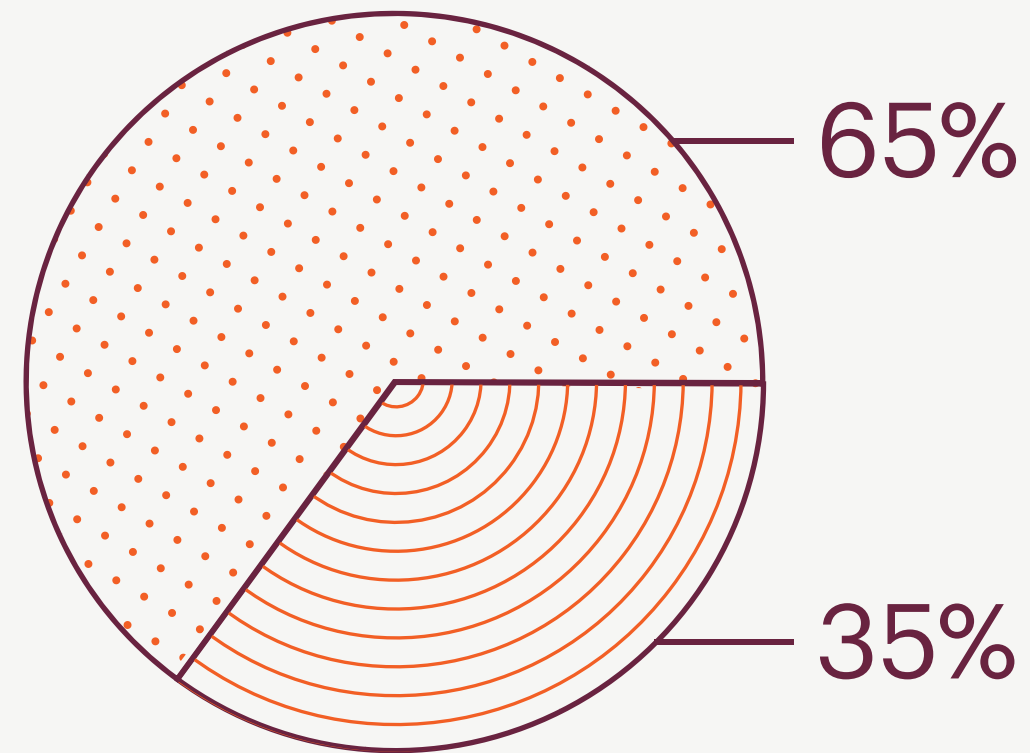
The top 10% of agency respondents **outside of North America** report being able to charge **an average blended rate of \$140 per hour*** while the remaining respondents outside of North America report being able to charge **an average blended rate of \$86 per hour***







Tiered rates

Tiered hourly rates were also different around the world.
How does your agency compare to these industry ranges?



-  **Blended rate** - a single rate that applies to all team members
-  **Tiered rates** - different hourly rates for each team member

This data indicates that most agency respondents keep their tiered hourly pay rates relatively close, with more noticeable differences reported between senior and director rates for agencies in North America compared to senior and director rates reported by agencies outside of North America.

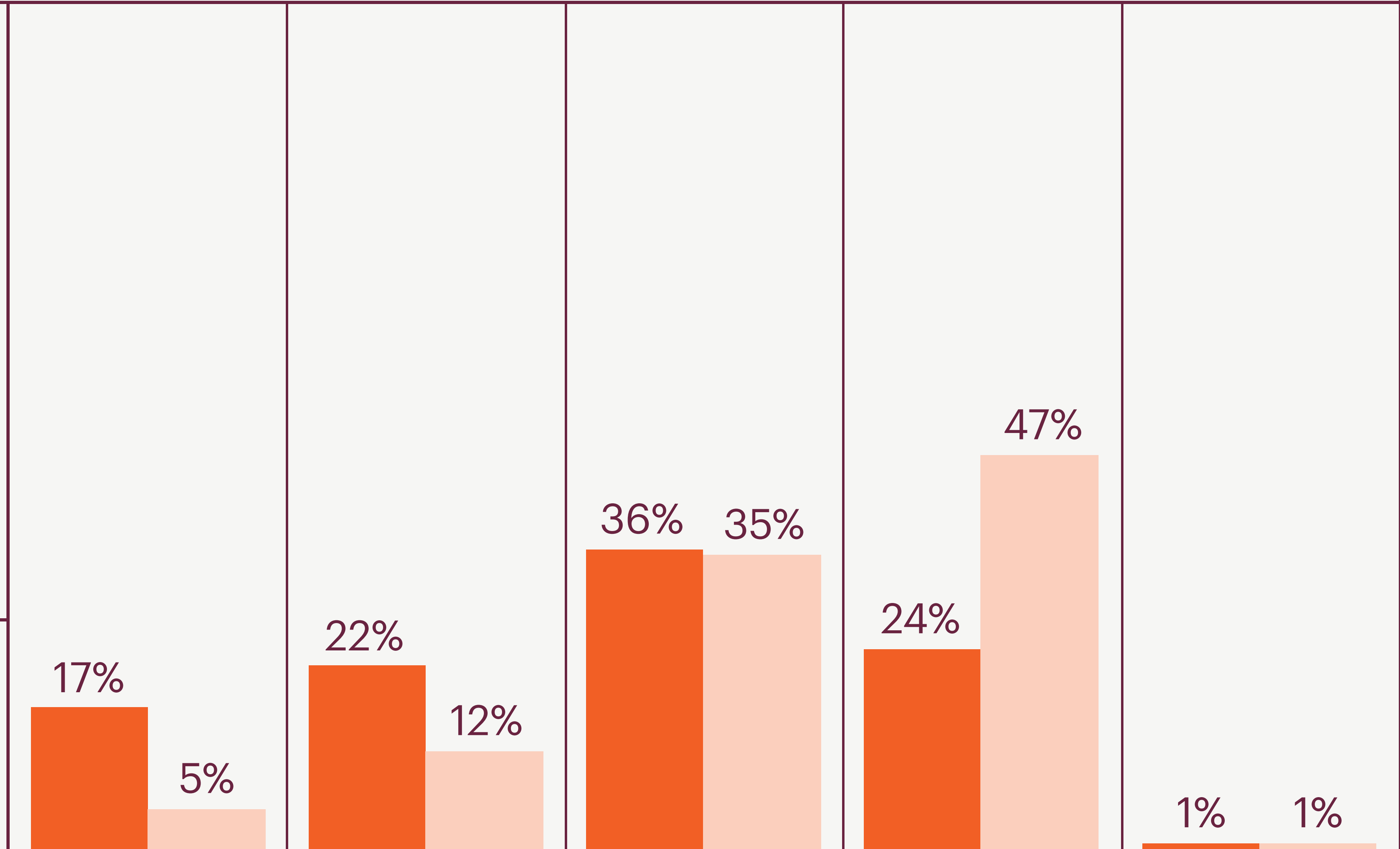
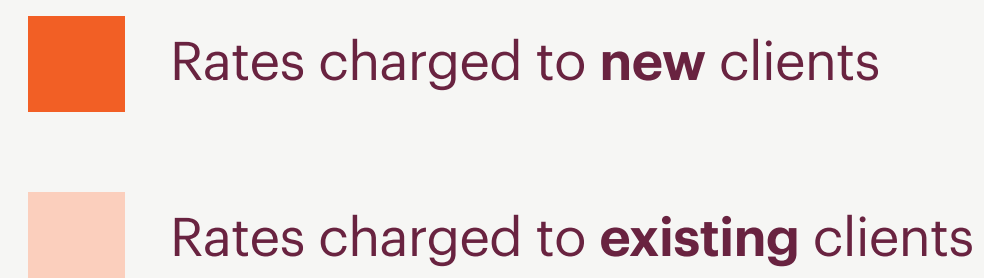
AVERAGE TIERED HOURLY RATES IN NORTH AMERICA	AVERAGE TIERED HOURLY RATES OUTSIDE OF NORTH AMERICA
<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$168 Director</p> </div>	<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$132 Director</p> </div>
<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$125 Senior</p> </div>	<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$99 Senior</p> </div>
<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$97 Mid-level</p> </div>	<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$79 Mid-level</p> </div>
<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$75 Junior</p> </div>	<div style="border: 1px solid black; border-radius: 50%; padding: 20px; text-align: center;"> <p>\$58 Junior</p> </div>

Evolving rates

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Of the respondents who say they chose to increase their rates in 2022, **36%** elected to go with a moderate rate increase of **1%-10%** for new clients, and **35%** put the same change in place for existing clients.

In addition, **47%** of respondents say they chose to keep rates the same for existing clients, opting instead to slightly raise rates for new clients or find other methods of defraying costs.





The latest agency salary trends

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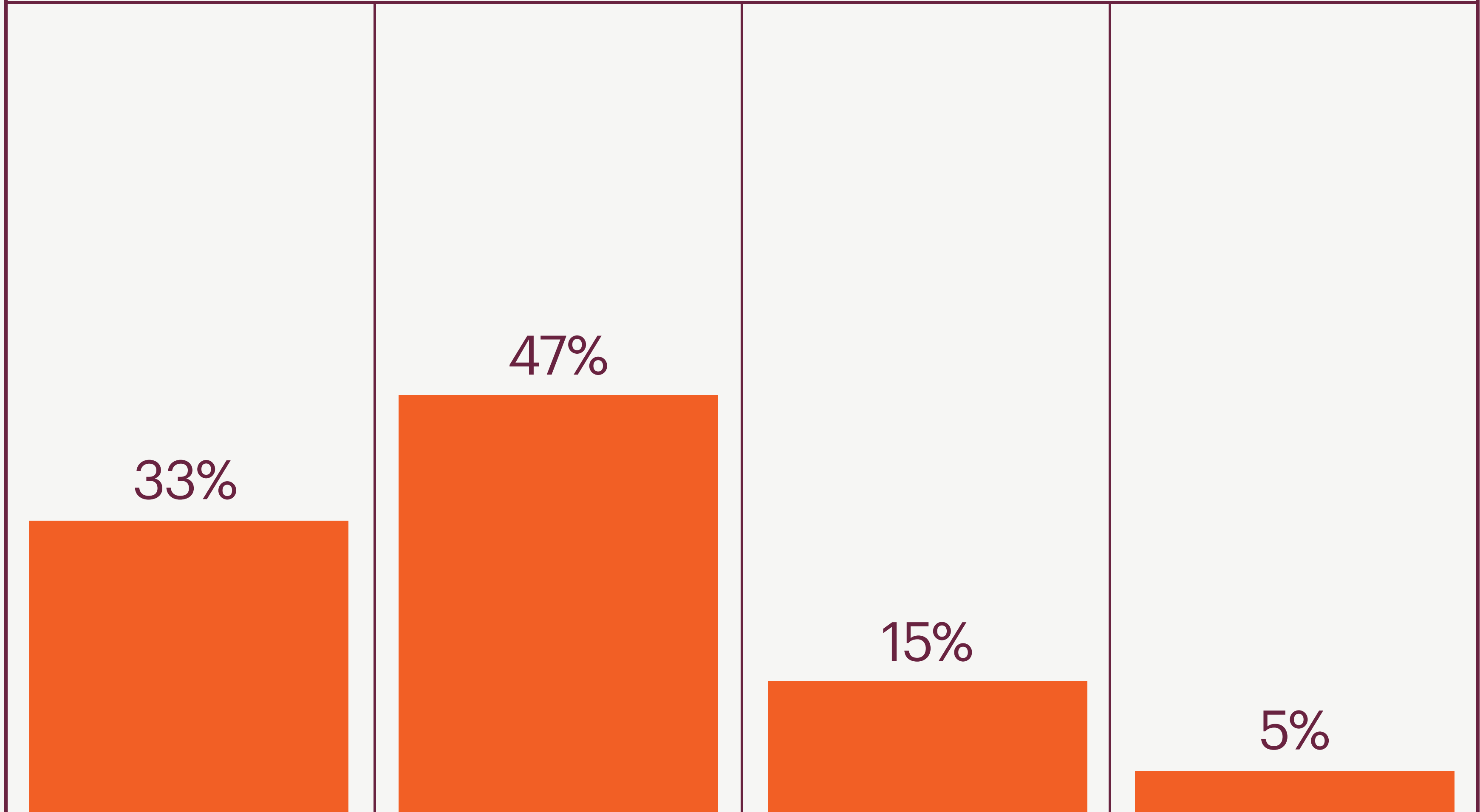
Stronger Together

In Closing

Responding agencies say they found it difficult to recruit and retain talent this year despite their salary rates rising an average of 9% due to inflation. To address this challenge, 81% of responding agencies that say they grew their revenue by at least 26% reported they increased their employee salaries, while 62% of respondents who reported slower revenue growth (or none at all) say they did the same.

What sets these high-growth agencies apart? The answer may lie in their ability to generate revenue.

HOW MUCH AGENCY SALARIES INCREASED





Annual earnings, broken down

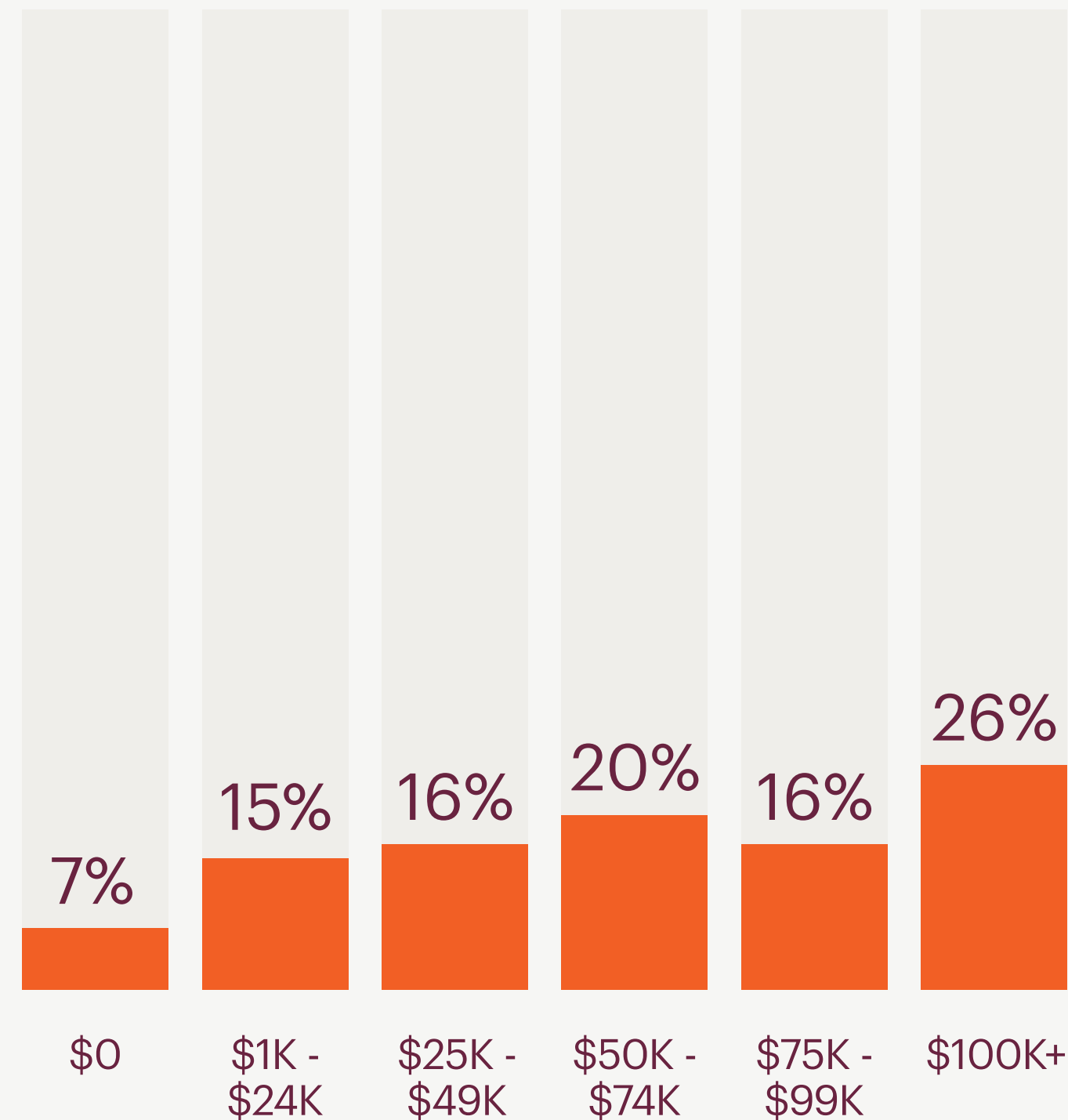
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The percentage of agency respondents who say they earn over \$100K per year dropped around the world compared to last year.

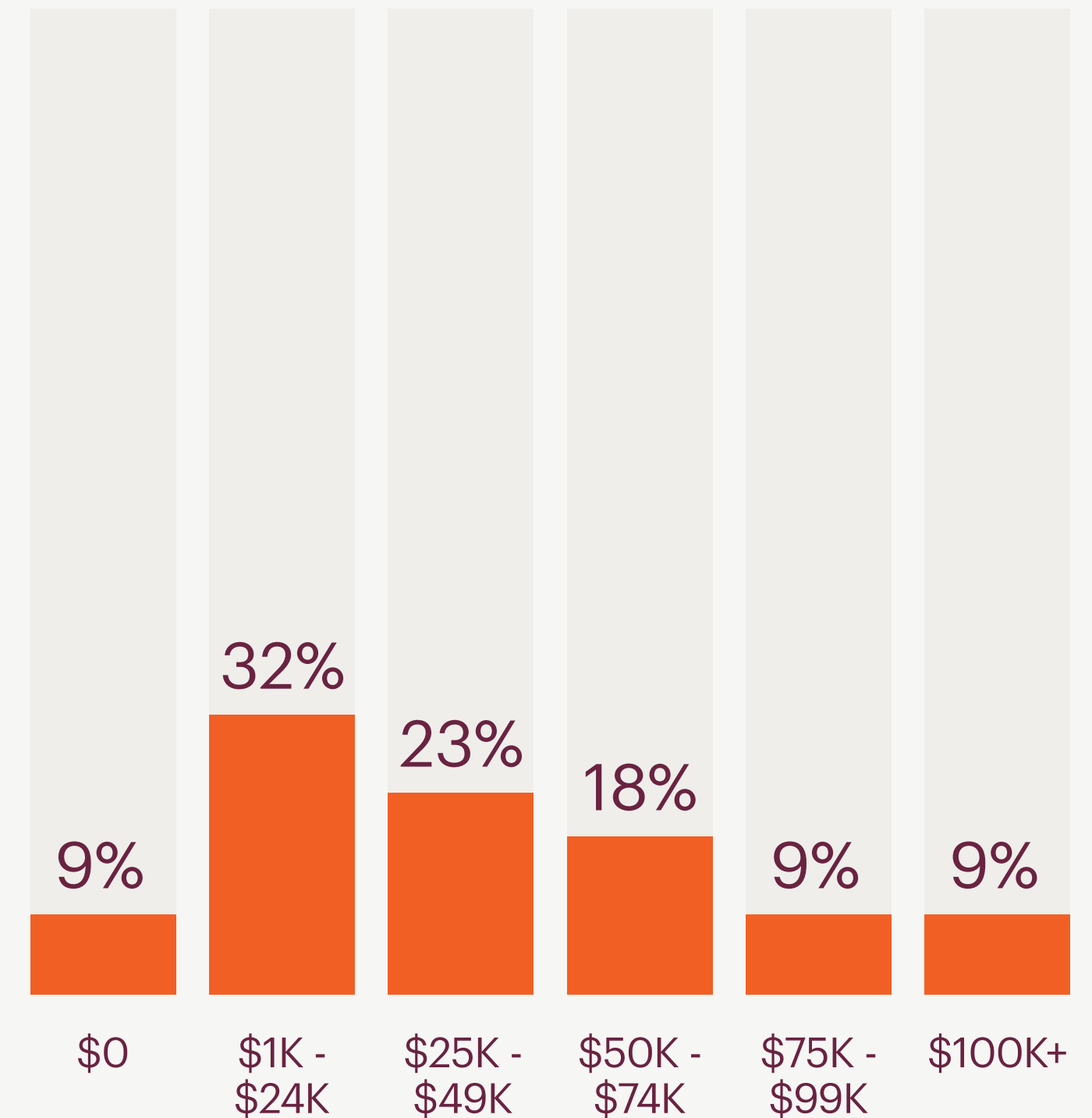
In North America, **26%** of agency owners say they earned **over \$100K** in 2022, while **35%** reported doing so the previous year. Outside of North America, **9%** of agency owners say they earned over **\$100K** in 2022, compared to **13%** in the previous year.

These declines in earnings could be attributed to various factors, such as changing market conditions and the pandemic's impact. However, the data underscores a notable regional disparity, suggesting that agencies in North America may enjoy advantages stemming from a relatively more favorable economic environment compared to regions outside of North America.

WHAT IS THE RANGE OF REPORTED ANNUAL INCOMES EARNED BY RESPONDING AGENCIES IN NORTH AMERICA?



WHAT IS THE RANGE OF REPORTED ANNUAL INCOMES EARNED BY RESPONDING AGENCIES OUTSIDE OF NORTH AMERICA?



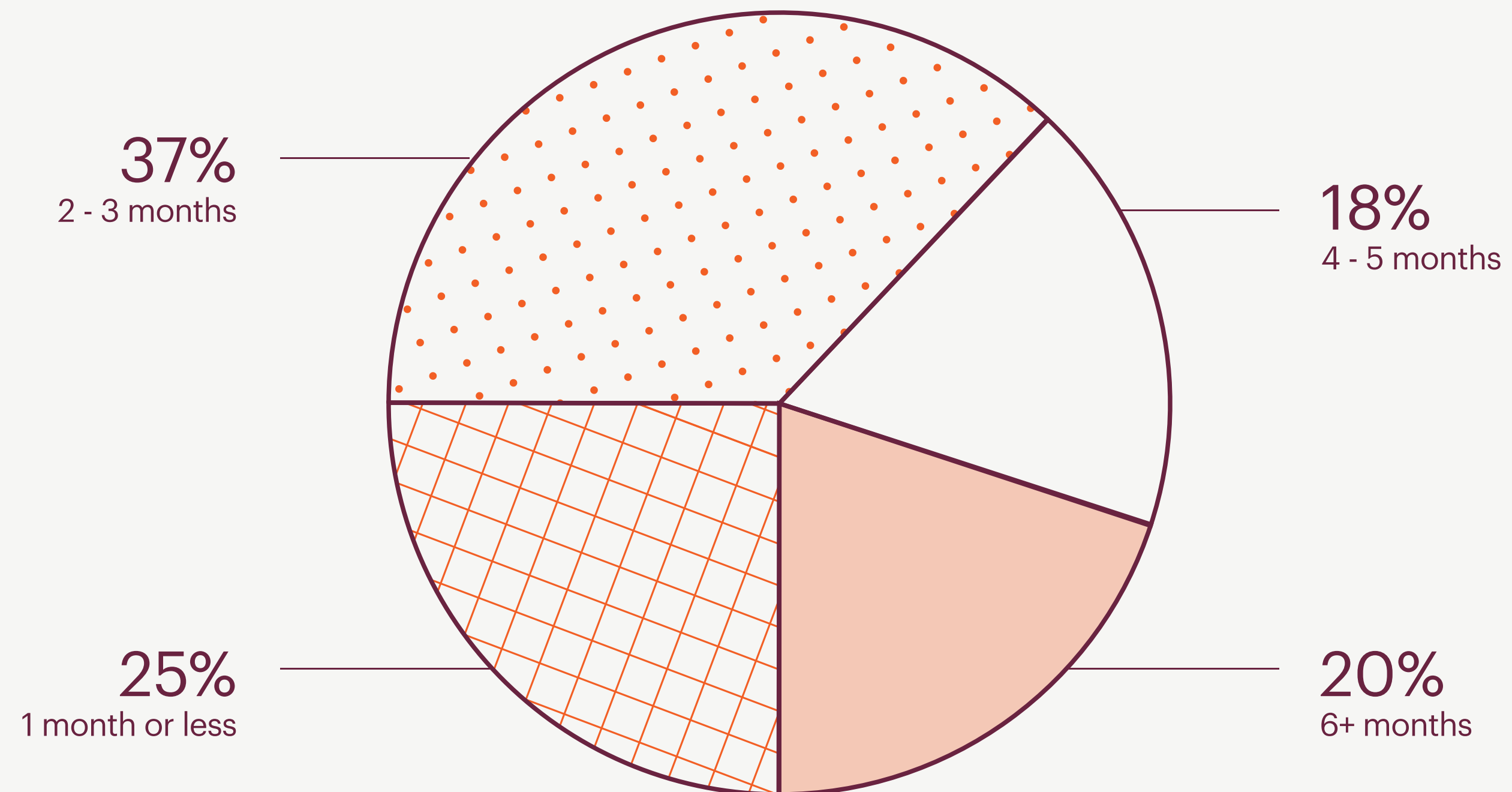


Agency cash buffers reduce

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In this year's data, we noticed a slight decrease in cash safety nets, which could be attributed to global economic shifts and inflationary pressures. This year, **38%** of agency respondents say they hold a cash balance of 4 months or more, dropping from the 46% of respondents in last year's report who said they had that same amount saved.

HOW MANY MONTHS' WORTH OF CASH ON HAND DO AGENCY RESPONDENTS REPORT HAVING IN THE BANK TO COVER OVERHEAD COSTS?





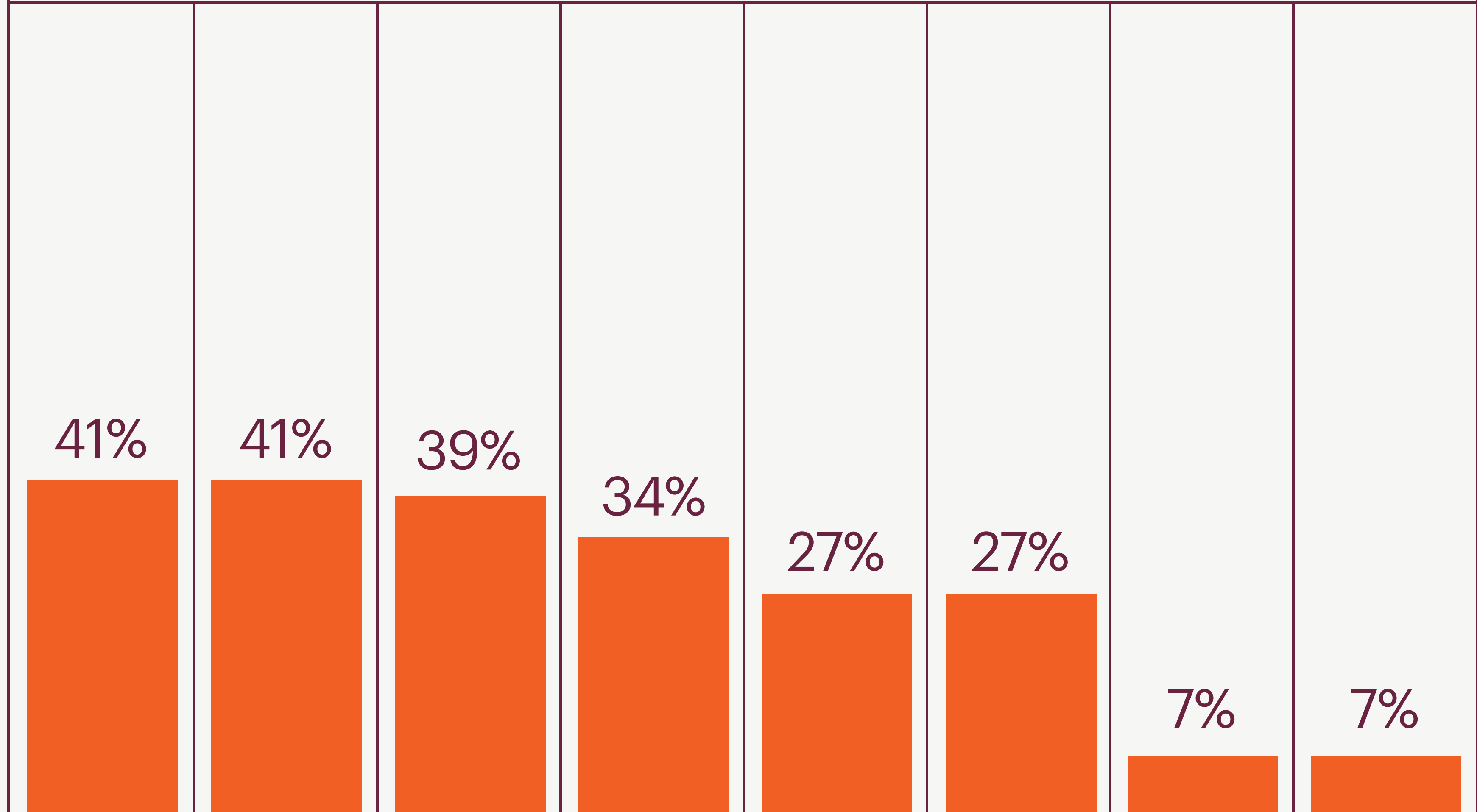
Securing cash flow matters

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We also learned that many agency respondents say that **cash flow** tops their list of concerns, alongside **winning new business**, further cementing the importance of maintaining a cash safety net.

The takeaway: A reduction in cash reserves could impede your agency’s ability to pursue growth opportunities and undertake operations effectively.

WHAT KEEPS AGENCY RESPONDENTS UP AT NIGHT?





Cash can give you confidence

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Once you have 4 months of cash saved, consider increasing the rates you charge your clients. Doing so could help you boost profitability, which may translate into even more cash in the bank. Remember, as a Mailchimp & Co member, we give you the chance to earn financial rewards and increase your cash flow—banking on the work you’re already doing.

HOW ONE MAILCHIMP PARTNER DEFINES SUCCESS FOR THEIR BUSINESS

“Pretty simple: working with great people on interesting projects, having fun, and making enough money.”



Thomas Dori

Mailchimp partner and CEO at [Anwert](#)



Track your agency's financial health

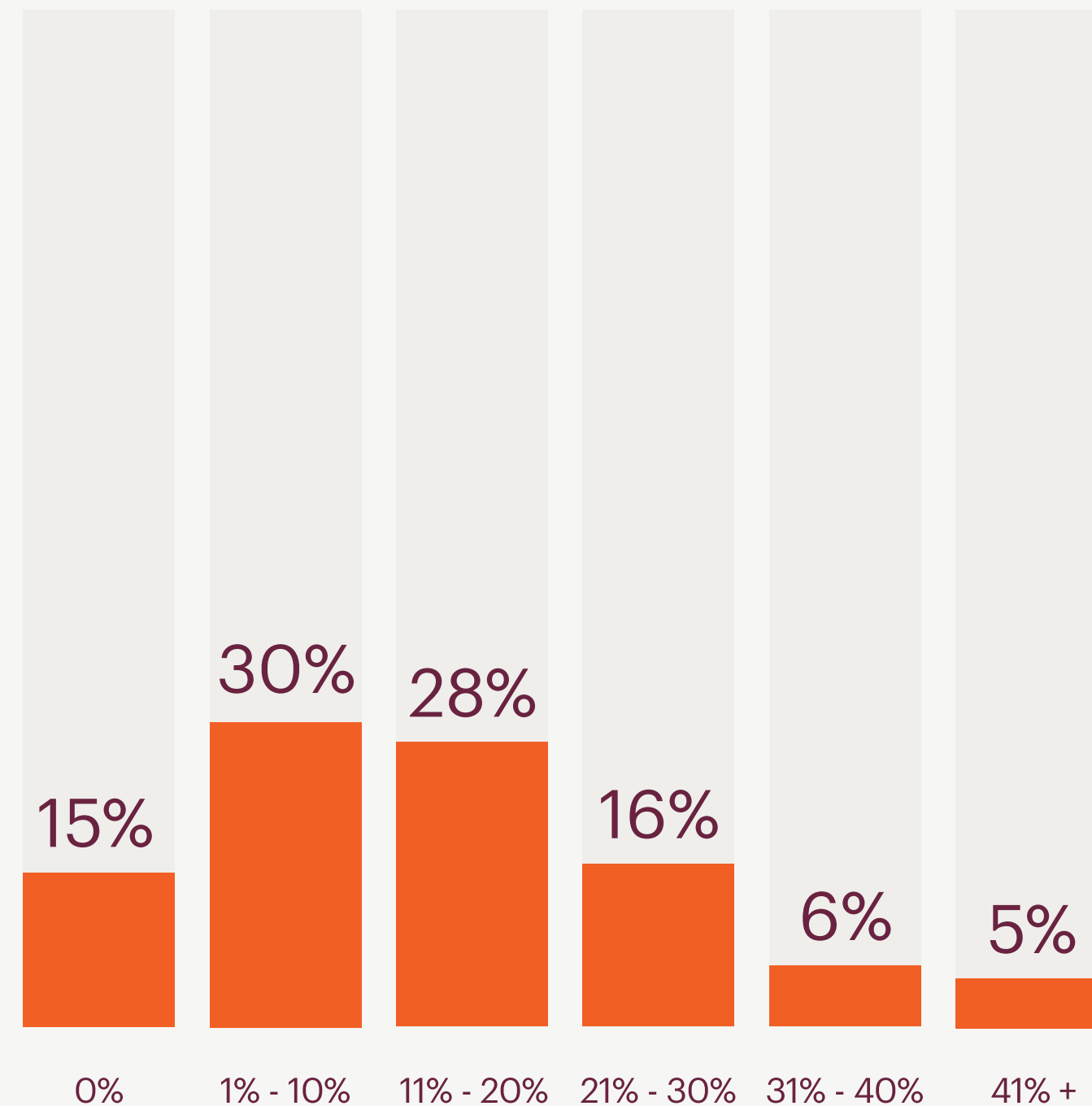
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Higher operating profit margins mean stronger financial foundations. While 5% of respondents reported 41% or more in operating profits in 2022, reaching at least 20% can help defray expenses and spur growth.

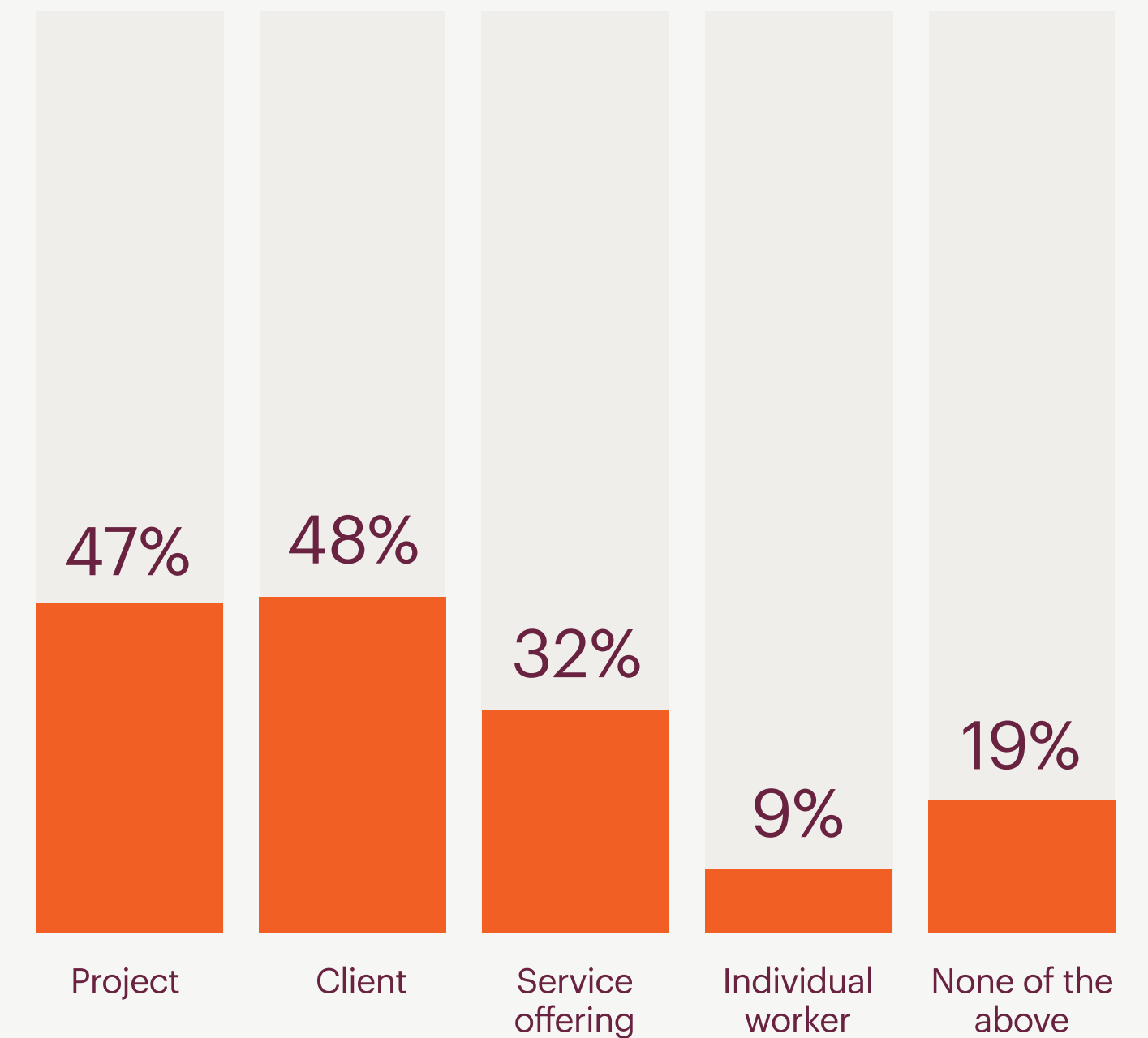
Operating profit reduced slightly from 15% in 2021 to 14% in 2022. 30% of agency respondents reported between 1% to 10%, and 28% of respondents reported between 11% to 20%.

In your accounts, your operating profit will be shown before you take dividends (and after you've paid yourself). This chart shows operating profit as a % of revenue after you've paid dividends.

WHAT PERCENTAGE OF OPERATING PROFIT DID AGENCIES SAY THEY GENERATED IN 2022?*



WHAT METRICS DO AGENCIES MEASURE PROFIT BY?*



*Agencies we surveyed were able to choose more than one answer.

TAKEAWAYS

Key findings on money moves

In this section, we rounded up data on respondents' **revenue, annual earnings**, and the importance of having **cash on hand**. Insights we touched on throughout the last few pages could help you achieve financial success.

Signing up for Mailchimp & Co and connecting 2 clients or more on paid Mailchimp plans makes you eligible for financial rewards. The more paid client accounts you connect, the more you could earn—so [begin unlocking opportunities today](#).

Read on to guide your agency towards sustainable growth and enhanced financial performance.

Revenue growth

In the fast-paced world of business, revenue growth is the heartbeat that keeps agencies thriving. Our data reveals that there was a slight dip in revenue growth between 2021 and 2022. This drop shouldn't be a cause for concern, as 63% of respondents in this year's report say they're experiencing positive growth—and that's something to celebrate.

Annual earnings

We found that, overall, the number of responding agency owners earning over \$100K decreased around the world. In North America, the percentage of agency respondents who say they earned over \$100K per year dropped to 26% from 35%. Outside of North America, respondents who said the same dropped to 9% from 13%. These changes could be attributed to many factors, including the economy as a whole, but keep these findings in mind when considering your earnings.

Cash reserves

Maintaining a cash buffer can help agency owners navigate uncertainties and pursue growth. This year, 38% of responding agencies reported a cash balance of 4 months or more, dipping slightly from last year's 46%. Despite this drop, our research shows that by aiming to secure 4 months of cash reserves, agency owners are more likely to seize opportunities and grow revenue on their terms.



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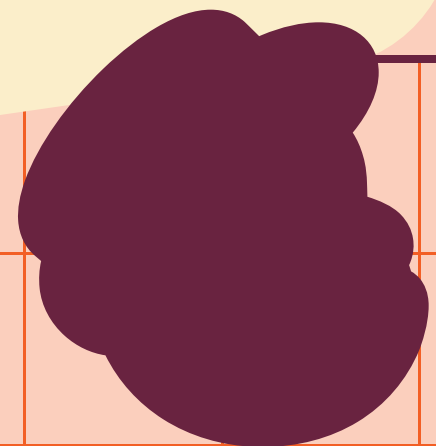
Growth Tactics

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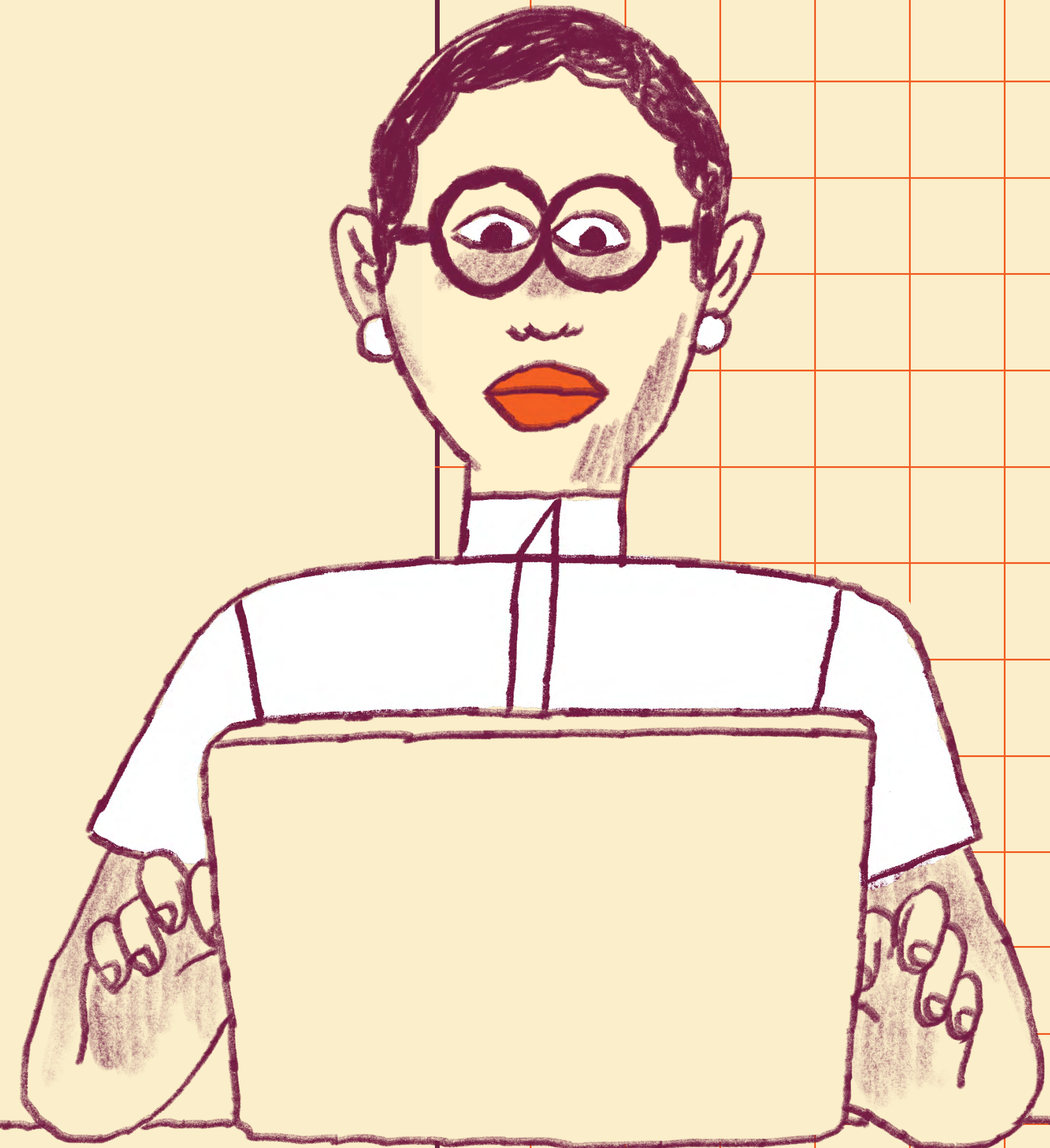
In Closing



Agency owners fear saying 'no' to work will result in a reduction of revenue

A whopping **60%** of respondents say they rarely or never turn down work that isn't the right fit. Yet our findings suggest that turning down projects that don't align with your agency's strengths actually makes you **twice** as likely to grow revenue than agencies that rarely do so. By declining work that isn't right for your business, your agency can focus on acquiring your ideal clients and landing your next big project.

When you're in Mailchimp & Co, if you get a proposal for a project that may not be the right fit for your agency, chances are you can find a partner who is a good fit. That's where our **partner Slack workspace** comes in—it serves as an essential resource for exchanging leads that align with your agency's capabilities, helping you **expand your client base** and **foster greater interconnection** with the right people.





How do you define your ideal client?

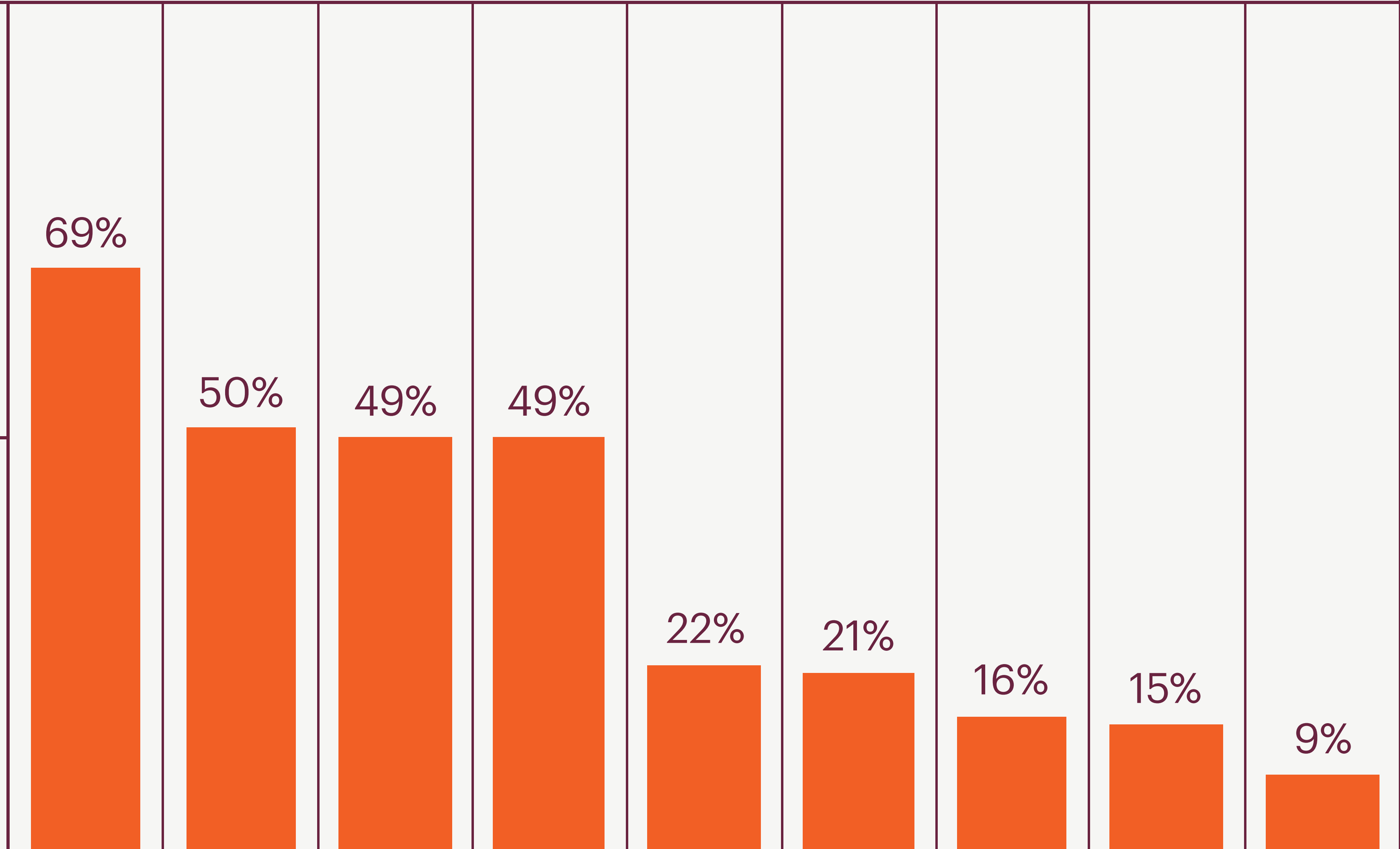
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It's easier said than done, but **getting comfortable saying "no"** to opportunities that don't match your vision should be a goal for agencies. Identifying the type of client you want most can build your confidence.

Imagine your ideal client. What makes them so great to work with? Is it their passion for the industry? Their collaborative problem-solving approach? Now, imagine being able to work with clients like that regularly—**that's what our respondents did.**

"My ideal client is a small marketing department or an entrepreneur who is curious and excited about the potential of email marketing. They recognize that partnering with a Mailchimp coach can take them to the next level, whether that means creating an overall email marketing plan, a strategy for organizing their contacts, or streamlining their processes with automations and templates"

— **Marti Kerner**, Mailchimp [pro partner](#) and founder of [Spring Ahead Media Solutions](#)





Client matching: 3 factors to consider

Enjoyment → ①

A strong partnership can help create a harmonious work environment, increase job satisfaction, and lead to a more fulfilling business relationship. **Ask yourself:** “Am I excited to work closely with this client?”



The work → ②

Consider the type of work, how profitable it’s likely to be, and whether there’s an opportunity for more of it. **Ask yourself:** “Does this work energize me?”



The company → ③

Think about the sector they’re in, how big the business is, how prestigious their brand is, and how quickly you’ll get paid. **Ask yourself:** “Will working with this brand help me grow my agency?”



“My ideal clients are coaches and consultants. They typically have great content already and know the value of regularly communicating with their network. Their services run all over the business/life spectrum, so each client teaches me something new—an added bonus.”

— Elizabeth Case, Mailchimp pro partner and principal of [Yellow Dog Consulting](#)



The case for specialization

Join the community at mailchimp.com/andco

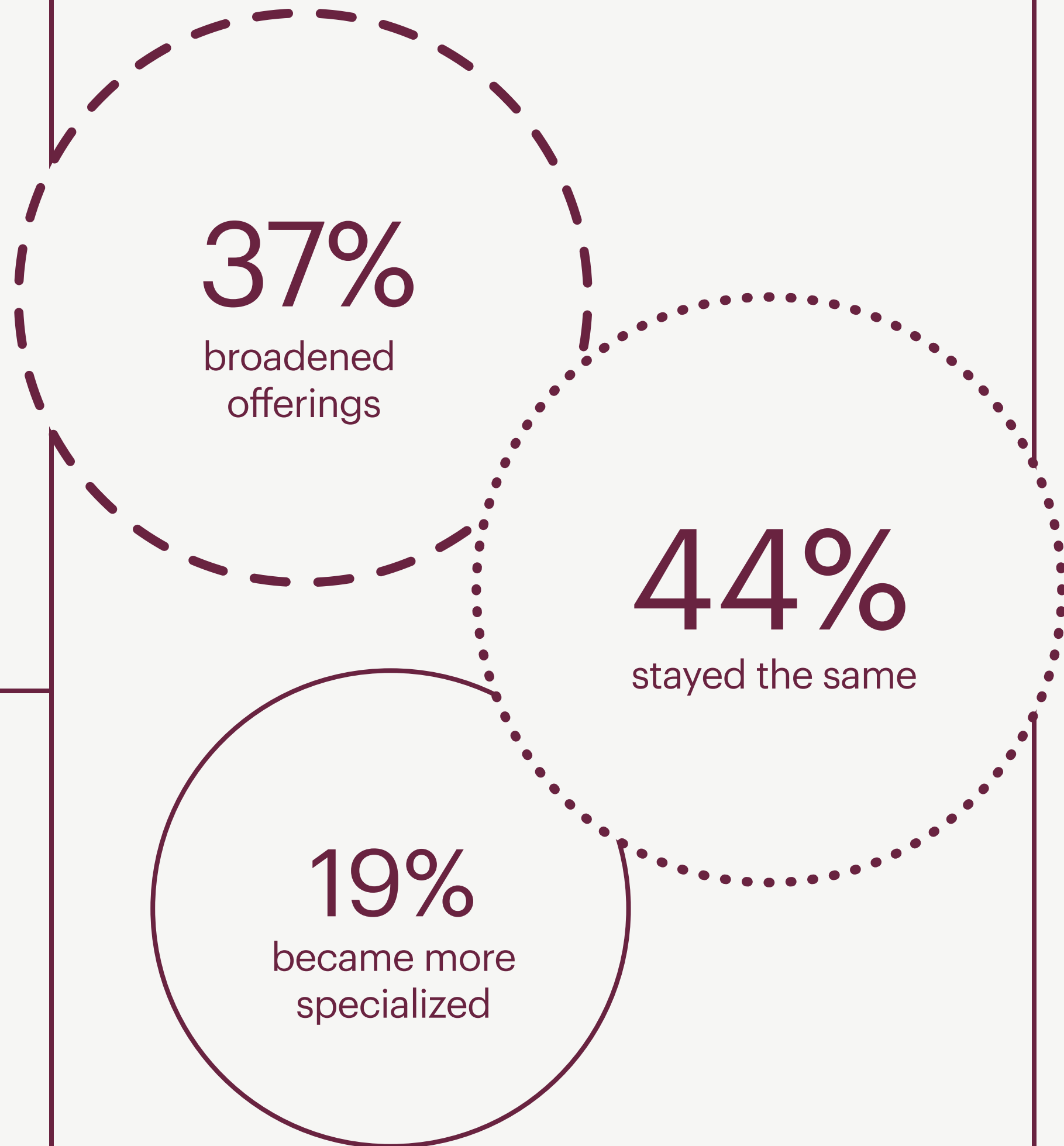
While agency respondents from last year's report largely told us they specialized their offerings, this year, **37%** of respondents say they broadened their offerings in the last 12 months.

Compare that with **44%** who report keeping their offerings about the same, while only **19%** report greater specialization. While the majority of this year's respondents report keeping their offerings as-is, we've found that specializing can really pay off. **Agencies who specialize often experience faster growth compared to generalized agencies.**



"Nicheing down has been the greatest business decision we've made since starting email marketing over 8 years ago. What we do really well at Westfield Creative is offer Mailchimp training for business owners and teams, weekly management of email campaigns for great brands, and setting up automations."

— **Emily Ryan**, Mailchimp [pro partner](#) and co-founder of [Westfield Creative](#)





Ready to narrow your focus and boost your impact? Even if you haven't specialized your offerings yet or if you're on the fence, here are a few reasons why you may want to consider doing so.

1

Higher revenue

Our data suggests that you're nearly **3 times as likely to achieve a revenue increase of 26% or more** if you have a clear area of expertise. 32% of responding agencies who report specializing say they achieved faster growth compared to 11% of respondents who report not specializing and offering similar services.

2

Improved conversion rates

Responding agencies who report having a specialization were more likely to **achieve conversion rates of 60% and above** compared to respondents who reported keeping their services the same or expanding their offerings.

3

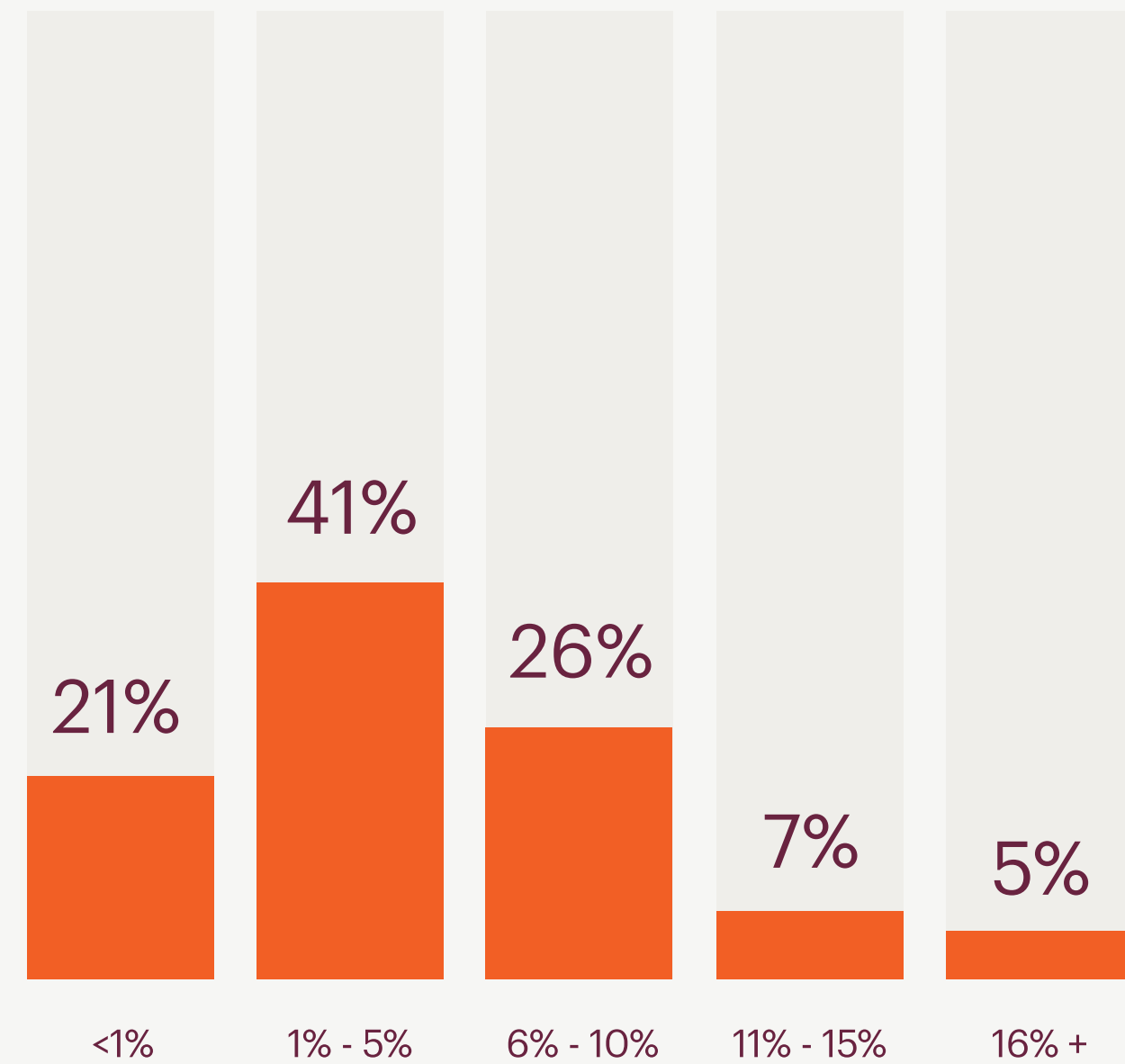
Boosted profit

Agency respondents who say they have a specialization were more likely to **generate operating profit margins of 21% or more** than respondents who say that they kept their service offerings the same or didn't expand their services.

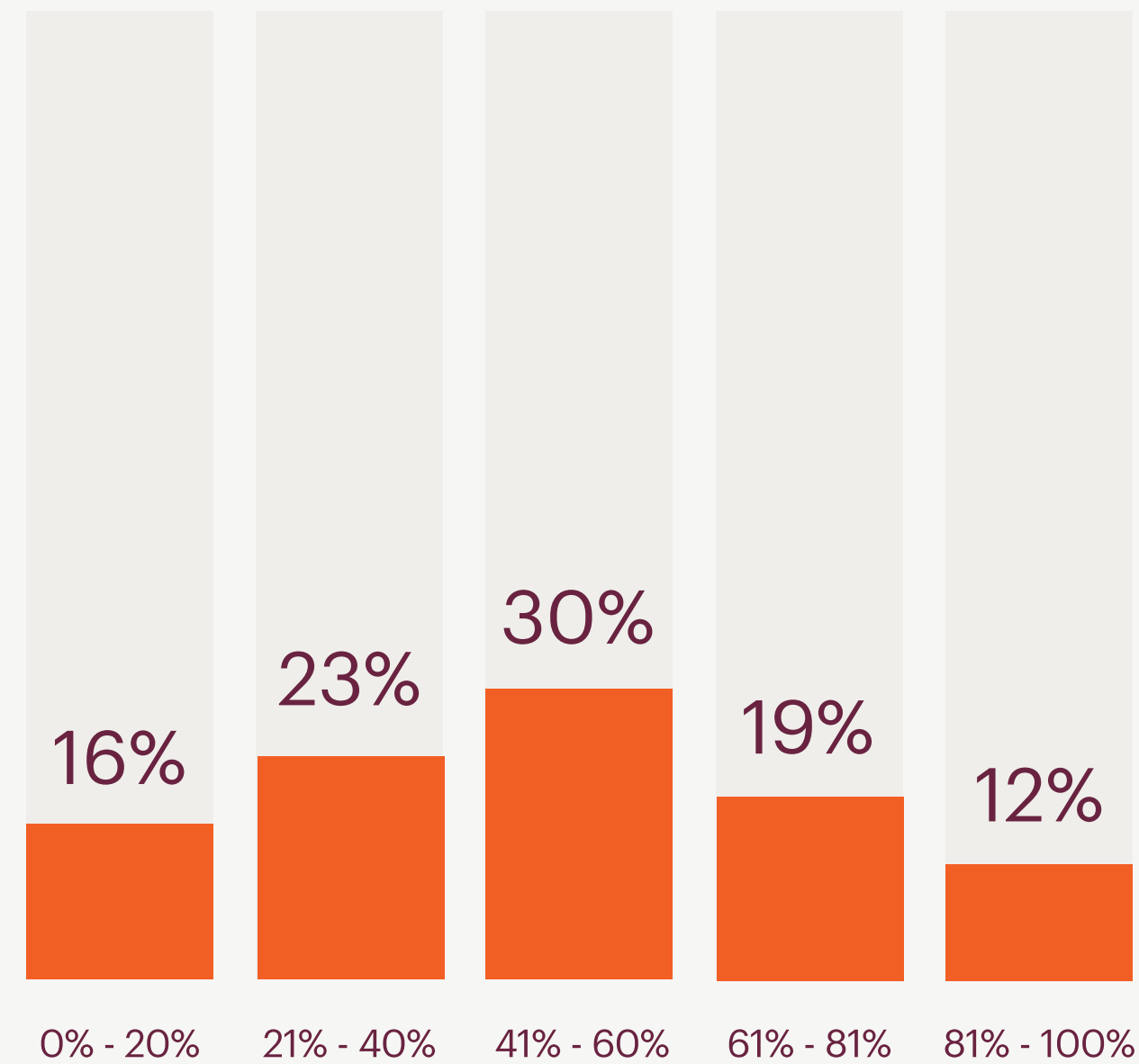
Business on a budget

When it comes to your marketing, you don't need to break the bank to become a specialist or deliver great results for clients. As you'll learn in this section, some of the most effective sales and marketing tactics don't have to cost you a ton of money. With a bit of creativity, you may be able to reach your target audience without overspending.

WHAT PERCENTAGE OF REVENUE DO AGENCY RESPONDENTS SAY THEY SPEND ON SALES AND MARKETING?



WHAT PERCENTAGE OF PROPOSALS CONVERT TO CLIENTS?



WE SPOKE TO ONE MAILCHIMP PARTNER WHO TOLD US SHE USES THESE LOW-COST, HIGH-IMPACT MARKETING TACTICS:

“Two of my most successful lead tactics have been my monthly newsletter and social media pages (especially Instagram and LinkedIn). I’ve communicated consistently over the past three years. As a result, I’ve built a strong community of small business owners and industry peers who enjoy the practical marketing tips, new trends, and inspiring campaigns I share. Being helpful, approachable (and human) has helped me turn my audience into clients.”



Kim Darragon

Mailchimp partner and founder of [Kim Does Marketing](#)





Rock your marketing on a shoestring budget



In an industry where expenses can skyrocket, our mission is to help you achieve remarkable results for your clients without necessarily needing deep pockets. **Try these low-cost marketing tips if you haven't already.**

Get social

Platforms like [Instagram](#), [LinkedIn](#), and [Twitter](#) can be powerful tools for building your brand and engaging your audience. You can connect your Mailchimp account to these apps—and take your marketing even further. Try sharing content that piques your clients' interests, addresses their pain points, and aligns with their values.

Hit send and win

We may be a bit biased, but email marketing is one budget-friendly and battle-tested way to keep your customers in the loop while promoting your agency's offerings. Make sure your emails are informative, skimmable, and offer real value to your subscribers—always segment your audience lists and test different subject lines to help optimize your open rates.

Turn clients into advocates

Referral programs can be a great way to grow your agency through word-of-mouth marketing. Try encouraging your existing clients to refer their friends, colleagues, and family to your business by offering incentives, like discounts on services—and watch your agency grow.

Craft compelling content

Creating resource-rich blog posts, videos, and infographics can help amplify your agency's message on a budget. Not sure where to start? Try out [Canva](#) and [Photoshop](#)—both of which integrate with Mailchimp—to enhance your brand's visuals, create professional graphics to help maximize your content's impact, and make a lasting impression.

The power of the promo

A fun, long-standing marketing tactic, giveaways like free 15-minute consultations can help create buzz for your agency. Offering enticing freebies can help nurture your client relationships as well as bring prospects on board. Try Mailchimp's [Calendly](#) integration to help schedule and manage appointments and maximize engagement.

Boost new business

Join the community at mailchimp.com/andco

Joining a community can have a transformative impact on your agency. It can help expand your network, facilitate knowledge sharing, provide support, and offer continuous learning opportunities.

At Mailchimp & Co, we represent a global network of marketers who actively collaborate, share leads, and create meaningful connections with one another.

WHAT A FEW OF OUR PARTNERS HAVE TO SAY ABOUT BEING IN MAILCHIMP & CO

“The most valuable support comes from the Mailchimp & Co team, particularly my Partner Success Manager. Having access to community-wide feedback and assistance as a Mailchimp pro partner helps me manage my workload and reduce stress.”



Stefan Mikkelsen

Mailchimp pro partner and owner of Nomiro

“Whenever I’m unable to take on a project due to capacity constraints, and I need to find a partner I can trust, I head over to the partner Slack and connect with someone who can help. Clients love getting referrals, and Slack makes it really easy to connect with other Mailchimp pros who can help. The Mailchimp Experts Directory has also been an absolute game-changer for my business when it comes to generating new leads.”



Marcy Chu

Mailchimp pro partner and owner of Marcy Chu Design



Scope it out

Join the community at mailchimp.com/andco

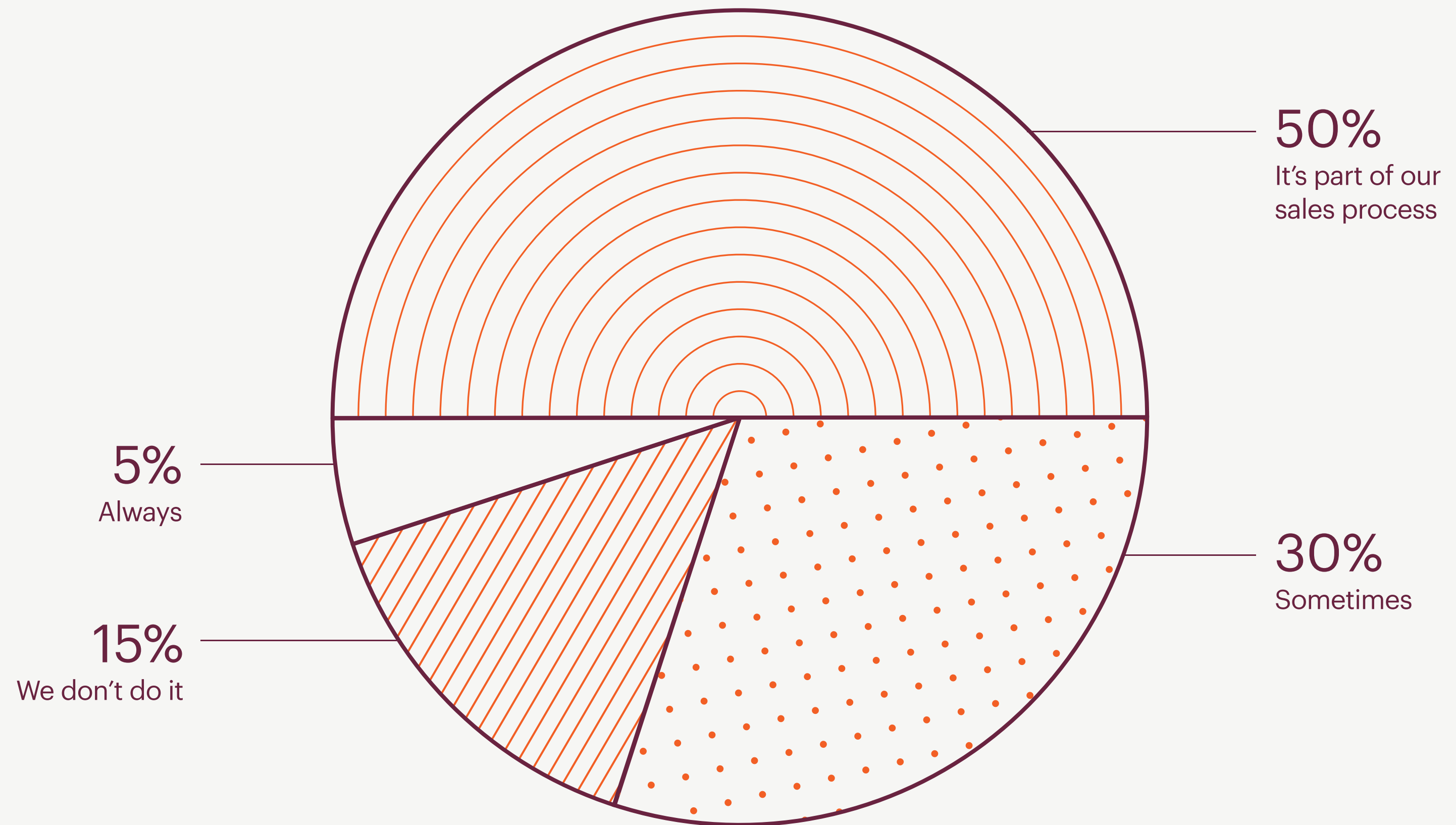
You've defined your ideal client and specialized your services. Now let's talk about project scoping. Over half of our agency respondents say they charge for this practice—and they've shared how that's helped them.

Their insights on project scoping can help align your offerings with your clients' needs, all while staying budget-conscious.

Charging for scoping can generate profits. **66%** of responding agency owners who say they charge for scoping also reported an additional 10% or more in operating profit.

It can positively impact your agency culture, too. With your employees' time and work properly valued, they'll feel appreciated.

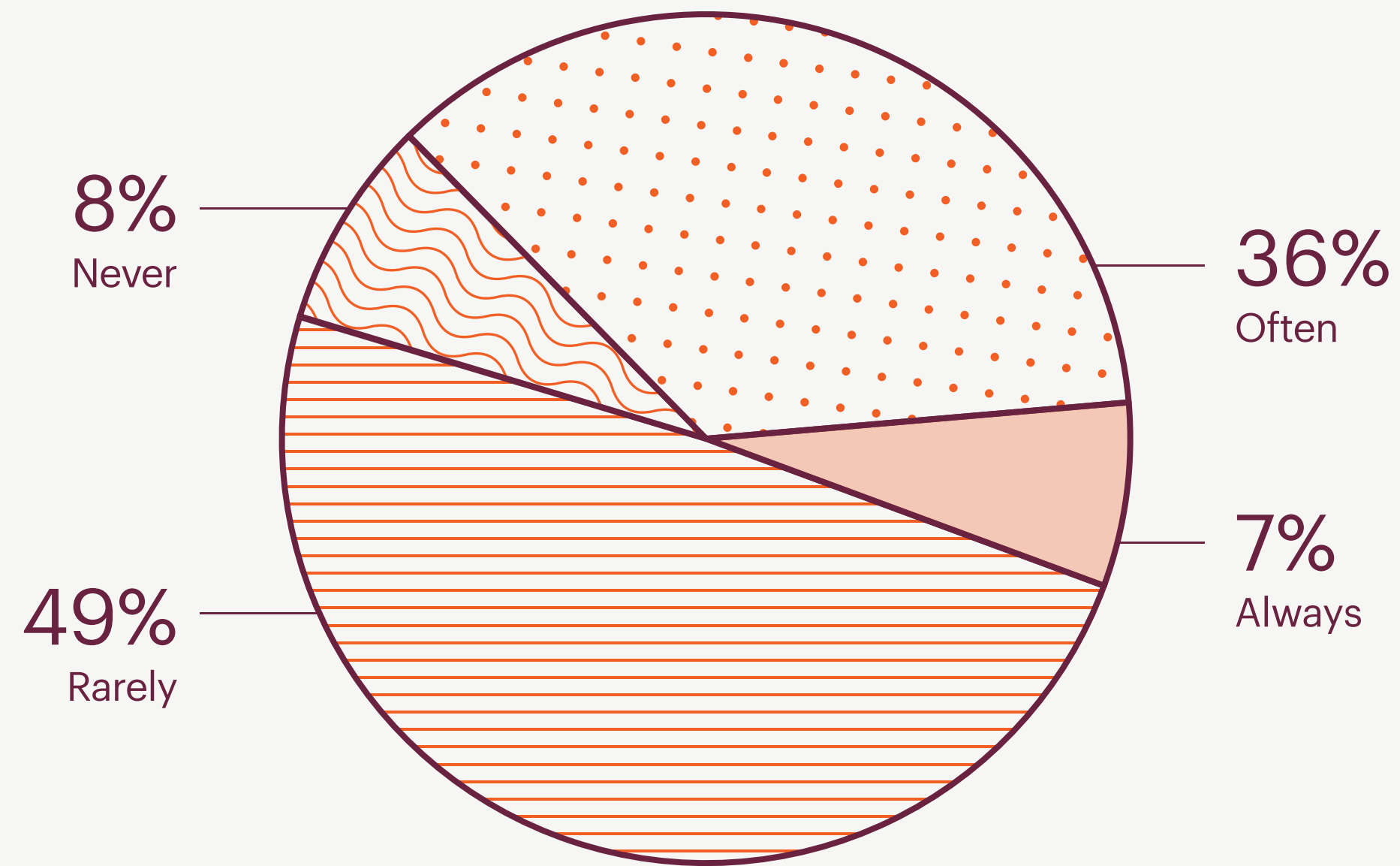
DO YOU CHARGE FOR PROJECT SCOPING?



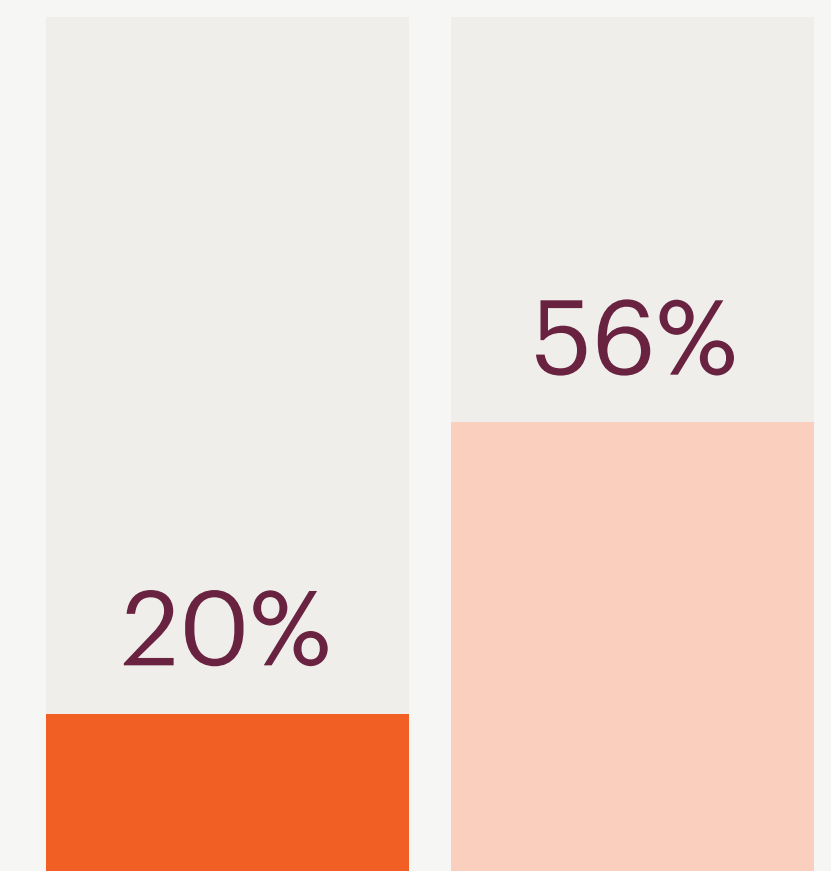
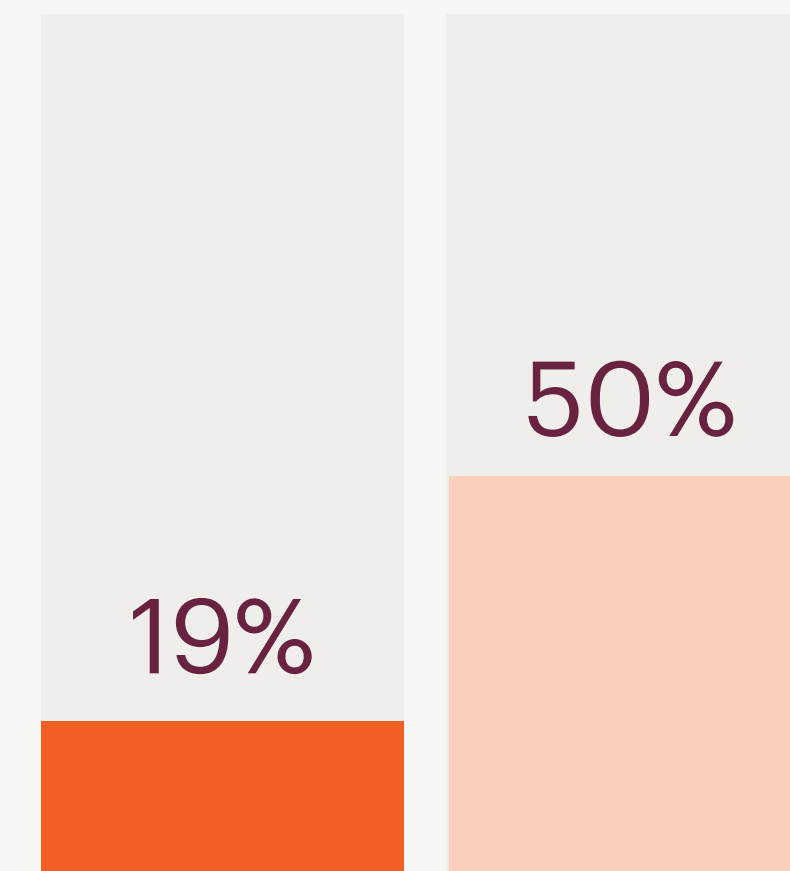
Charging for work that goes out-of-scope

Although 57% of agency respondents say they rarely or never charge out-of-scope fees, we found that charging extra can be beneficial to your profit.

HOW OFTEN DO YOU CHARGE FOR OUT-OF-SCOPE WORK?



CHARGING EXTRA CAN RESULT IN MORE REVENUE AND PROFIT



Those that **rarely or never** charge for out-of-scope work

Those that **often or always** charge for out-of-scope work





How are you pricing your work?

Most agency respondents say they still charge for each hour that is worked to calculate fees, despite the well-documented advantages of pricing based on value.* Even those who value-price still use an hourly or fixed rate to benchmark their fees against. Let's delve into some of the different pricing approaches respondents say they're taking.

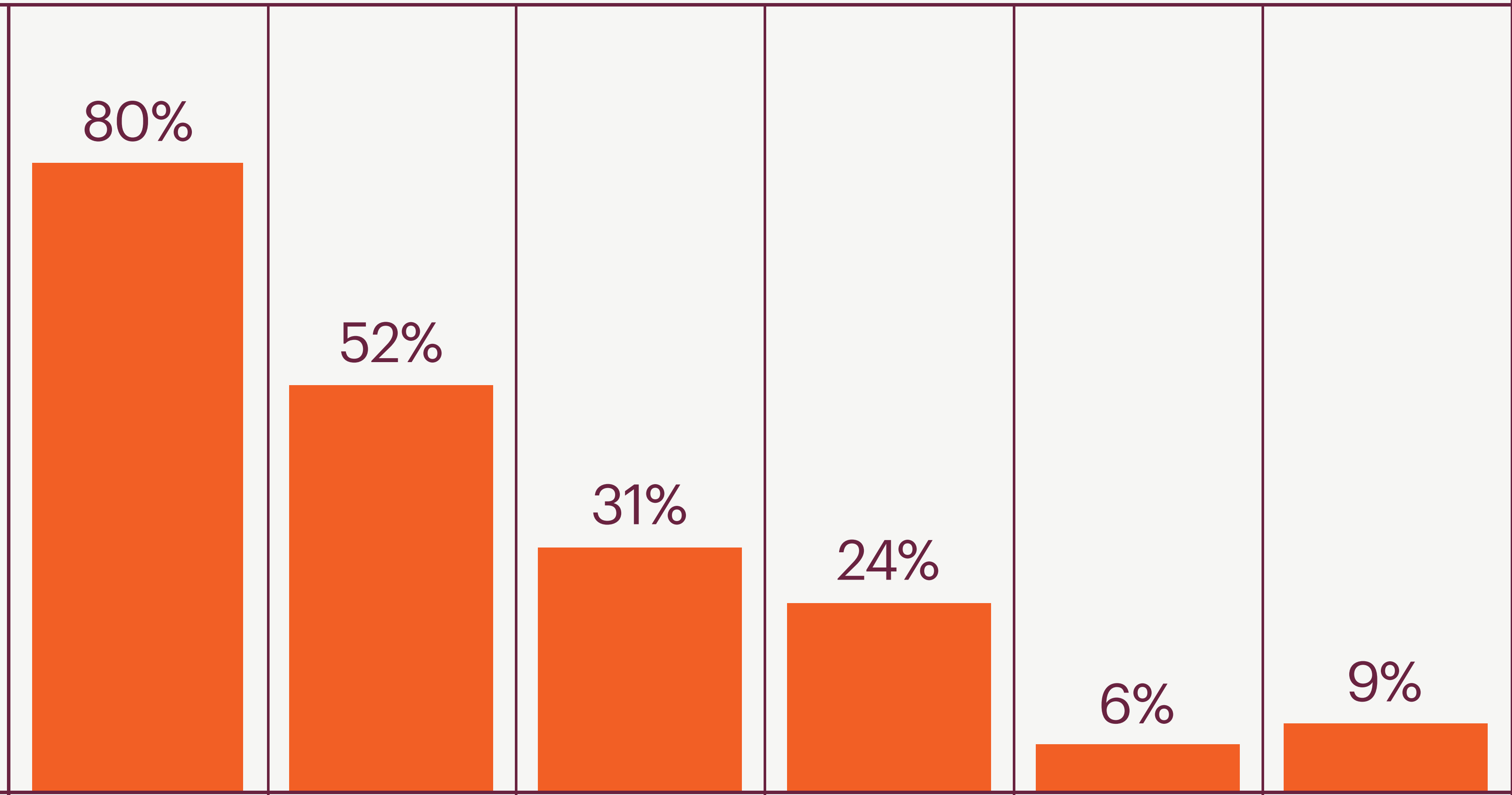
*Agencies we surveyed were able to choose more than one answer.

Value-based pricing could lead to more growth and profit for your agency.

Respondents who say they use this type of pricing method also reported that their fee income increased by more than **26%**, making their business more profitable overall.

Instead of adding up costs and tacking on a markup, **value-based pricing** takes into account the perceived value of your services to your client. So, if your work is essential to your client's success, your value may be worth more than the cost of materials and labor.

For more pricing insights and tips, check out our article → [here](#)



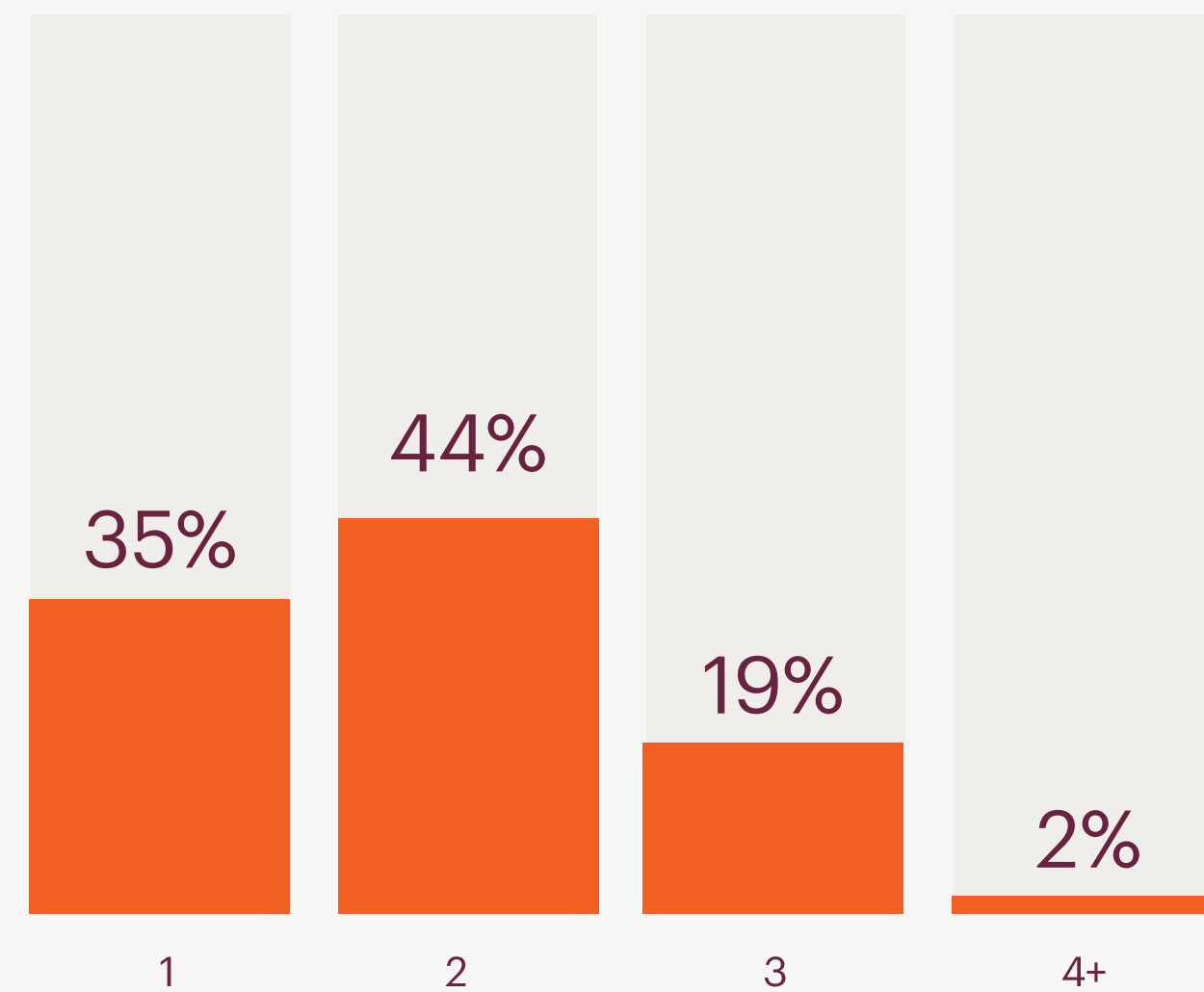
Fixed - Client agrees on the project scope of work up front	Time and materials - Charge for each hour that is worked	Agile - Project has phases that are quoted individually	Value - Pricing reflects client's perceived value of your services	Performance - Payments are based on results achieved	Licensing - Earn based on usage
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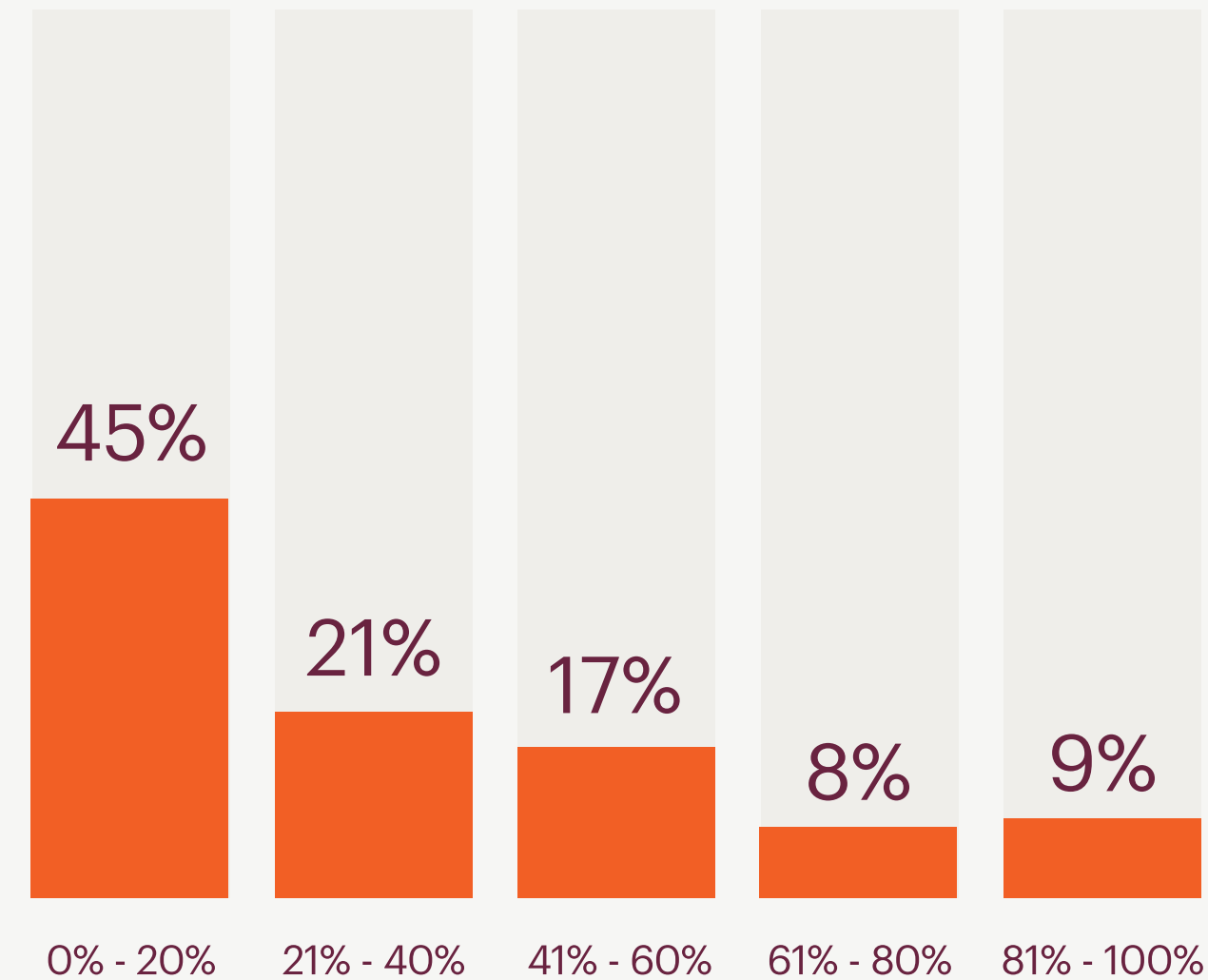
How many pricing options do you offer?

While only 19% of agencies are currently offering 3 or more pricing options, our data suggests that 3 is the magic number when it comes to closing more proposals. In fact, agencies that reported doing so were twice as likely to close new business (with a conversion rate of **60%** or more) compared to agencies that didn't report offering 3 or more pricing options.

HOW MANY PRICING OPTIONS DO YOU GIVE CLIENTS WHEN PRESENTING A PROPOSAL?



WHAT PERCENTAGE OF PROJECTS DO YOU KNOW YOUR CLIENT'S BUDGET PRIOR TO PROVIDING A QUOTE?



Knowing your client's budget can help you:

- Politely decline opportunities that are too small or too large
- Better match your quotes to your client's needs
- Improve your conversion rates

Once you've outlined what prospective clients can expect to receive with each pricing option, you can demonstrate how you'll present your results with a **pitch deck**.

For tips on how you can elevate your next pitch, read our article → [here](#)

Plan for success

Join the community at mailchimp.com/andco

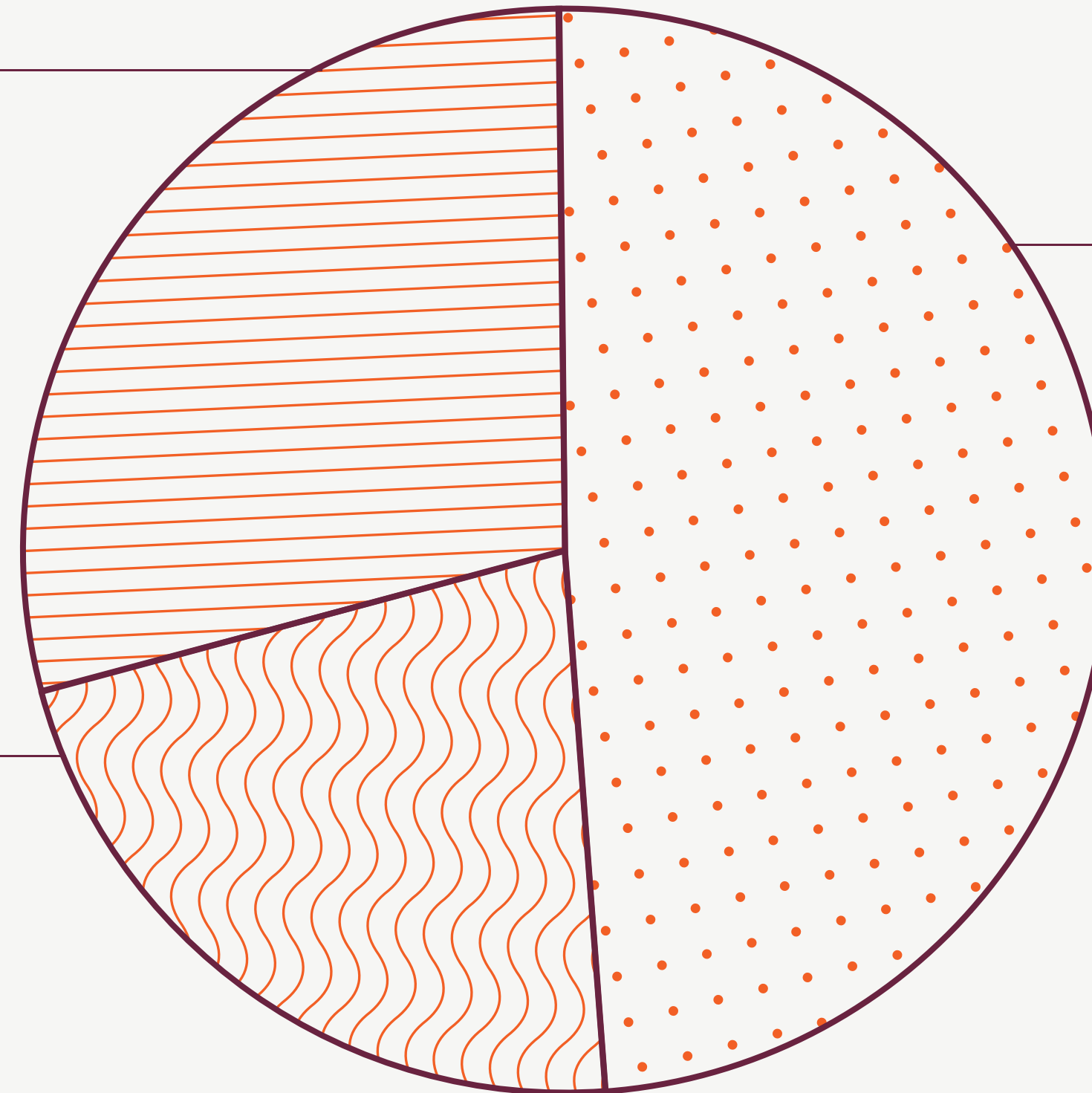
With a little planning, your growth strategies and overall business can go a long way.

This begs the question: Are agency owners taking the time to put a written plan in place or are they largely skipping this crucial step? Let's find out.

DO YOU HAVE A BUSINESS GROWTH PLAN?

29%
No – I don't have a written plan

22%
Yes – I have a clear, written plan to grow my business



49%
Kind of – I have objectives, but no detailed plan



The difference a written plan makes

Having a clear and well-defined business plan, like a roadmap, can help your agency make more informed marketing decisions that could lead to business growth. Let's explore some of the potential benefits a written plan can help bring to your business.

1

Increased confidence

Agency respondents who say they have a detailed, written business plan reported feeling more positive about the year ahead, with **47%** saying they feel highly optimistic versus **16%** of respondents who say they do not have a written plan.

2

Raised revenue

The **22%** of respondents who say they have a clear, written plan to grow their business also say they experienced an increase in revenue of **26%** or more.

3

Better balance

Respondents who report having a written business plan also say they experience a healthy work-life balance. That's why we believe that having this type of plan in place can help you gain direction, set goals, and pave the way for success, both professionally and personally.



TAKEAWAYS

Key findings on new business

To close this section, we're recapping action items that can help you generate new business leads and charge the rates you deserve—elements that, when applied, lie at the core of agency success.

Defining your ideal client

Seeking out clients who are aligned with your agency's visions and values is a process that can help empower you to decline mismatched opportunities. Top factors agency respondents say they find helpful in determining their ideal clients include client enjoyability (69%), potential profitability (50%), and repeat work potential (49%).

Charging for scoping using value-based pricing

The data reported in this section suggests that agency owners who charge for project scoping can reap the benefits. Namely, 66% of respondents who do this reported an increase in operating profits of 10% or more compared to those who say they don't charge for scoping. Additionally, while most respondents say they still charge hourly rates, our findings show that adopting a value-based pricing strategy could lead to more growth. Respondents who used this method say they saw their fee income rise over 26% last year.

Having a growth plan

Our findings underscore the importance of having a well-crafted growth plan that can help propel your agency forward. But currently, only 22% of respondents say they have a clear, written growth plan in place, and nearly half say they have some objectives, but lack a detailed plan. There can be benefits to having your plan written out, as respondents who say they have a written business plan reported an increase in revenue of 26% or more.

Joining a community

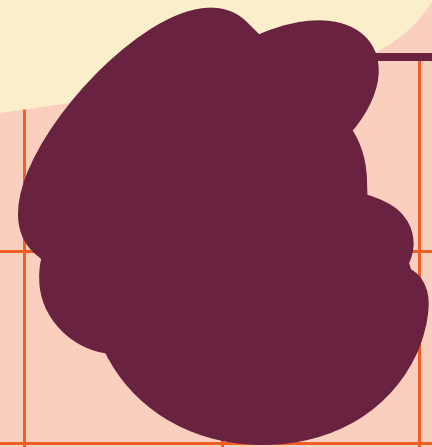
Signing up for Mailchimp & Co and leveling up to partner status gives you access to our exclusive partner Slack, a workspace where partners gain opportunities to collaborate with marketers from around the world and exchange leads with fellow Mailchimp partners. When you become a partner, you'll also have the opportunity to create a directory listing—getting your business in front of prospective clients that might be the perfect fit for you.





Growth Tactics

Section 4



Report Intro

Money Moves

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Stronger Together

In Closing



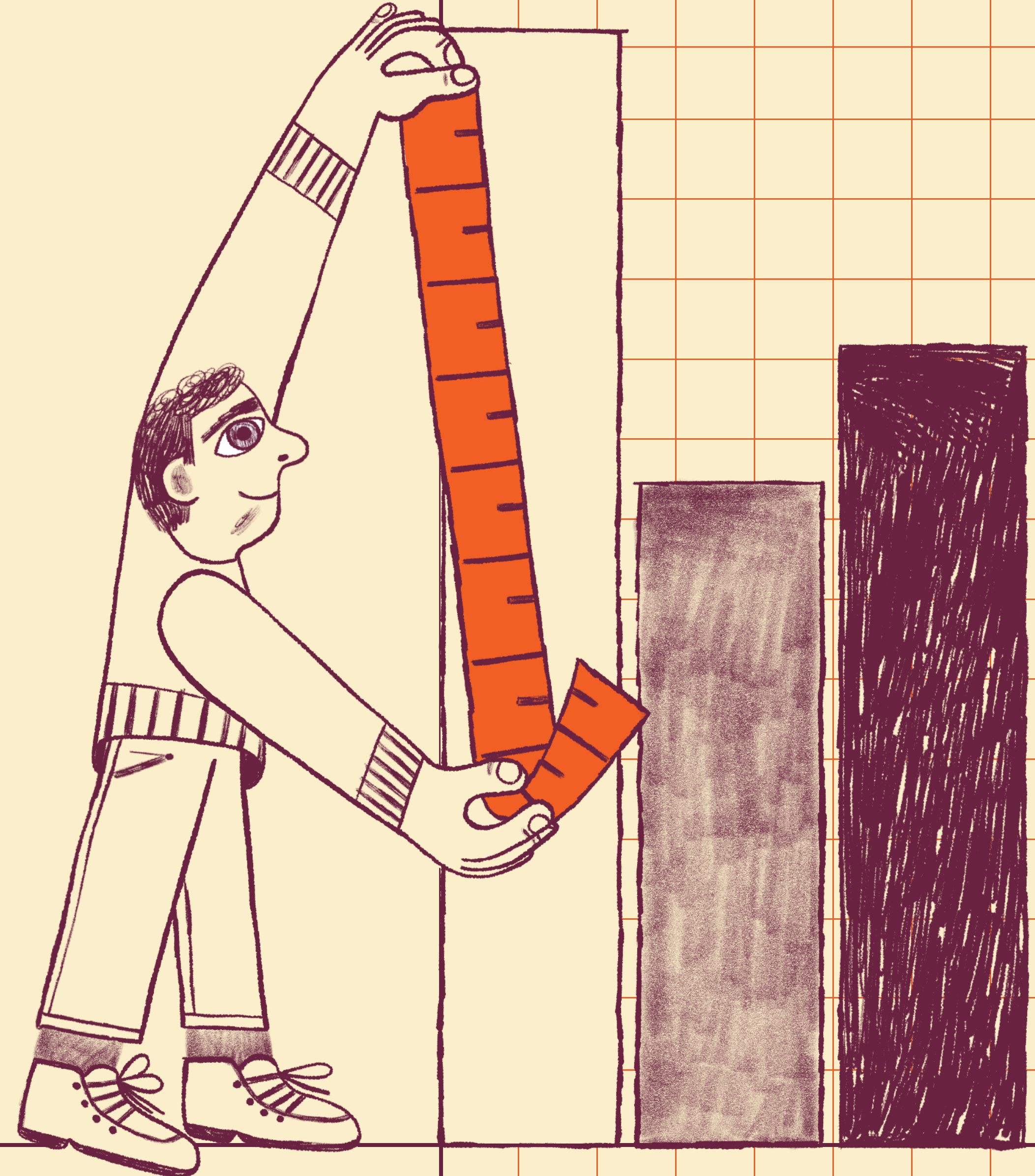
3 ways to grow your business, according to agency respondents

While there are many tips and strategies out there that can help you take your business to the next level, few are as time-tested and durable as utilizing your personal network.

Responding agencies continually report these 3 ways to pick up new clients:

1. Referrals from existing clients
2. Networking
3. Referrals from other agencies and freelancers

Find out how respondents implement these strategies on the next few pages.





Don't leave upselling opportunities on the table

62% of agency respondents admit that their approach to upselling existing clients is either nonexistent, reactive, or sporadic. This means they could be missing out on opportunities to generate revenue.

Want to build your new business practices even more?

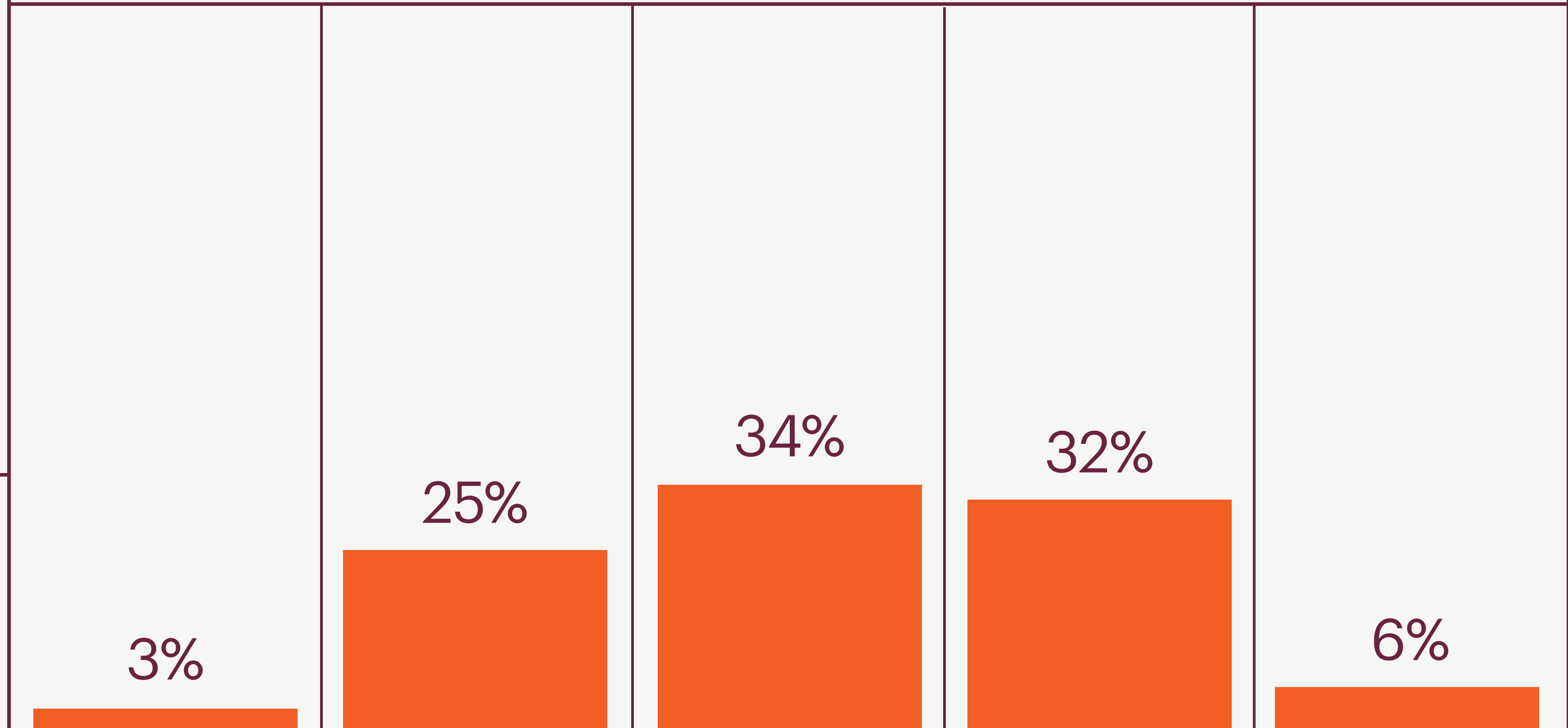
Fortunately, there are many ways to improve in this area. You can begin by having conversations with your existing clients about potential solutions to their challenges. Remember, each sale you make is an opportunity to solve your clients' challenges and add value to their businesses—one of the very reasons they chose your agency over others.

Read our article to unlock more business growth tips → [here](#)

Being in Mailchimp & Co comes with exclusive sales resources, like competitive comparisons, so you can more effectively pitch Mailchimp to clients.

Sign up today at mailchimp.com/andco

HOW DO YOU APPROACH UPSELLING TO EXISTING CLIENTS?



Nonexistent: We don't sell additional services to clients

Reactive - Clients come to us

Sporadic - Some success seeking out opportunities

Proactive - We regularly seek out opportunities

Strategic - Clear plan that the whole team is behind

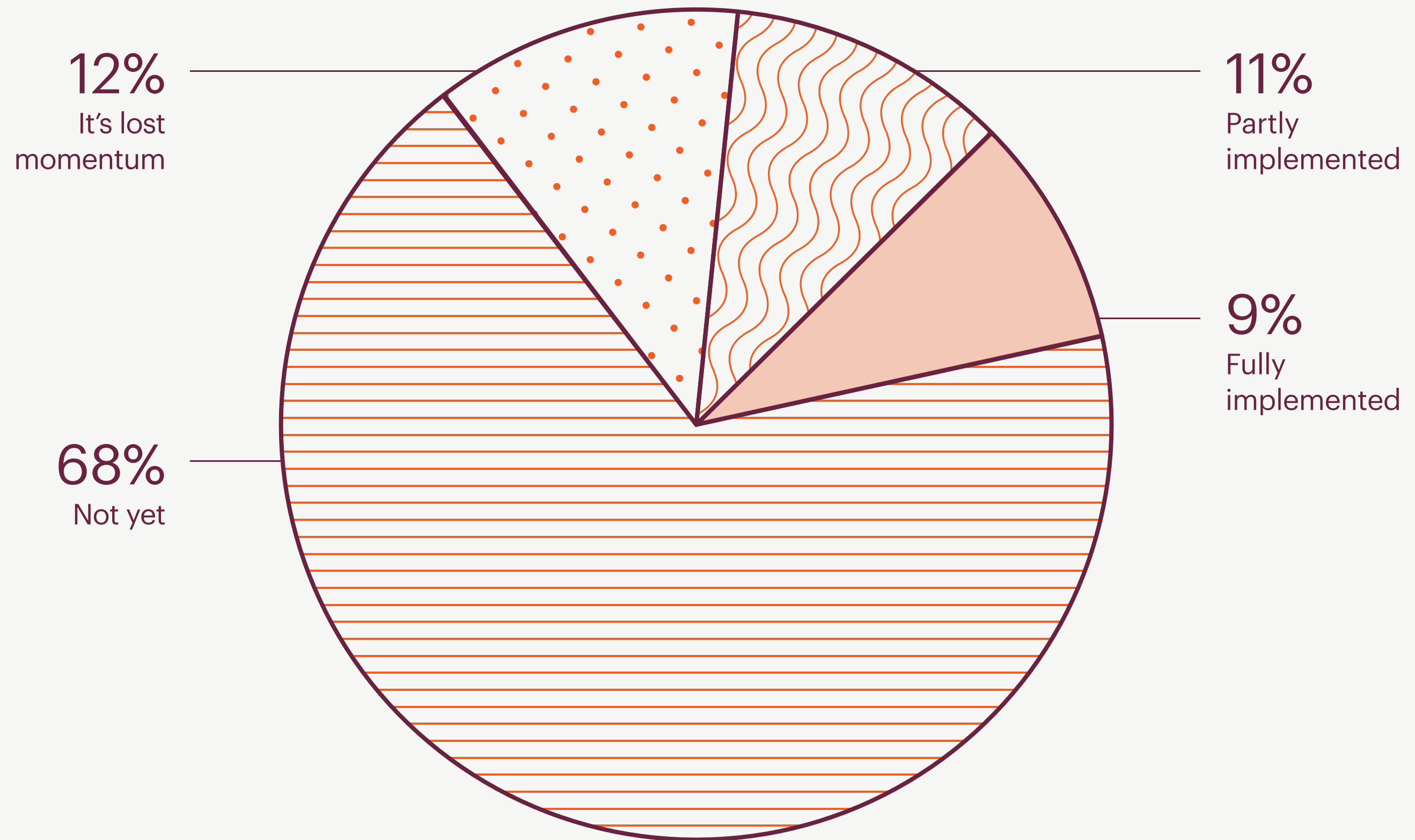


The power of referrals

Join the community at mailchimp.com/andco

The **9%** of agency respondents who report having fully implemented client referral strategies help demonstrate how referrals can drive agency success. **35%** of respondents who say they have a fully implemented referral strategy reported **20% or more in operating profit** for 2022, compared to **24%** of those who say they do not have a referral strategy.

HAVE YOU IMPLEMENTED A CLIENT REFERRAL STRATEGY?





Why networking can be so important

42% of respondents rated networking as one of the best ways to gain new clients. Additionally, we found that more agencies reported being able to resume in-person networking in the last year.

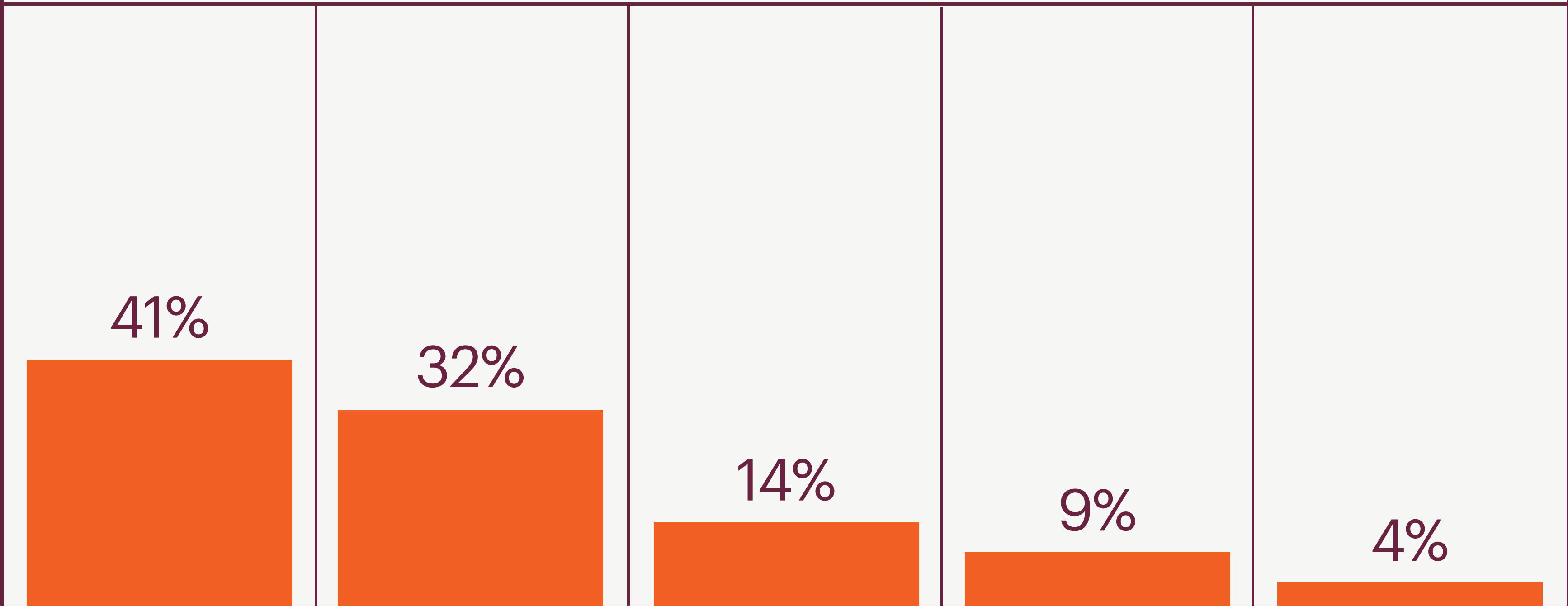
32% of respondents say they met with prospects face-to-face, which suggests more hybrid networking opportunities may be on the horizon.



“COVID restrictions saw my networking become more one-on-one and personal. As my business is about personal service, I am finding good results with even informal networking. For example, I am more focused now on sending the occasional email to customers just to say hello and see how they’re doing. This has enhanced my personal relationships with my clients and, I believe, sales and referrals.”

— **Gary Eckstein**, Mailchimp [pro partner](#) and founder of [OrganicWeb](#)

WHERE DO YOU NETWORK?

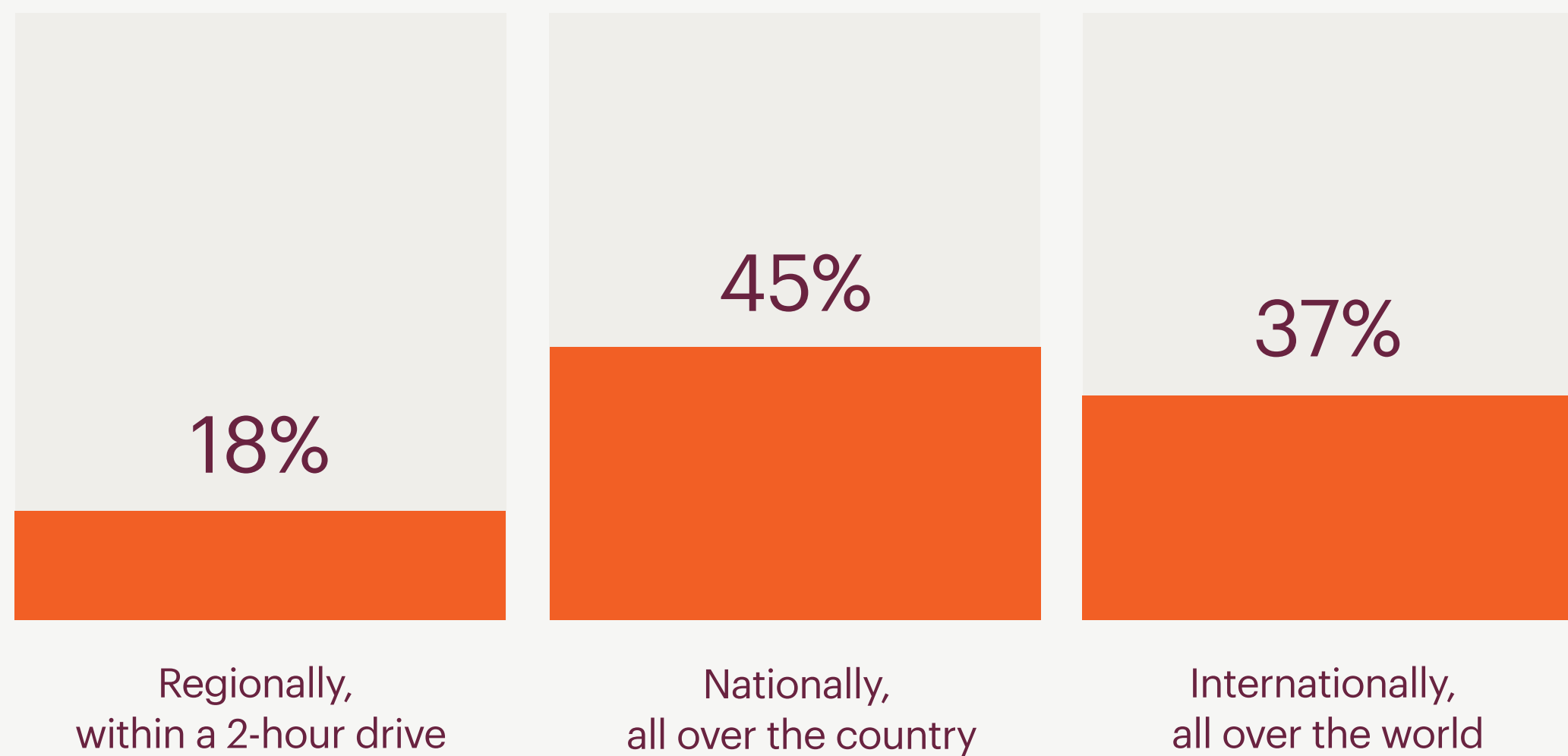


Clients by the numbers

Global interconnectivity has changed new business for agencies. Thanks to technology, agency respondents can connect with clients and opportunities around the world like never before.

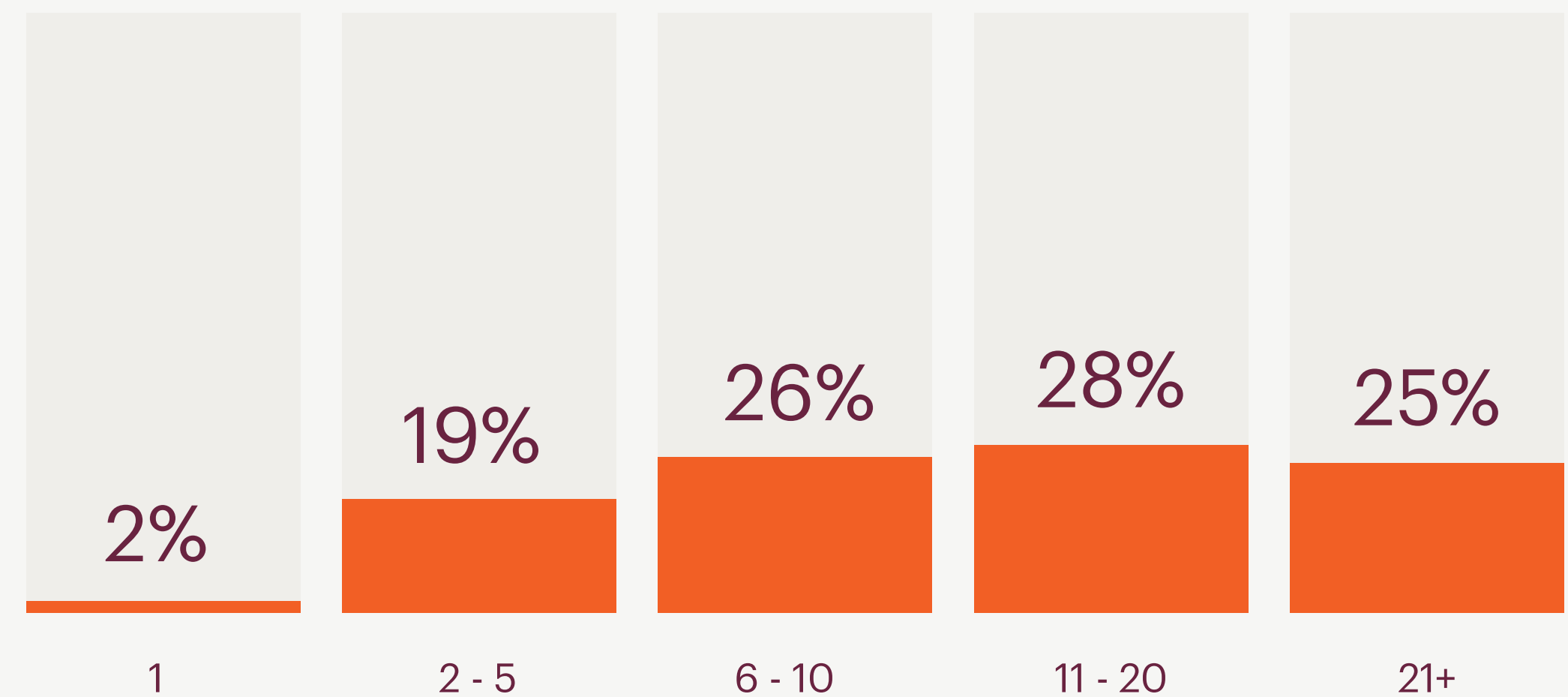
Our results say going global could help boost your growth. Responding agencies that worked with international clients reported faster growth than those who stayed regional, with **nearly 4 times as many reporting 26% or more revenue growth last year.**

WHERE ARE YOUR CLIENTS LOCATED?



Additionally, respondents who say they work with international clients were **twice as likely to earn 21% or more in operating profits** compared to respondents who say they didn't work with international clients.

HOW MANY DO YOU WORK WITH AT A TIME?



Nearly all responding agencies report working with more than 1 client, with a majority saying they work with **6 or more clients** at a time.





How else can your agency drive new business growth?

As an agency owner, you understand the importance of generating growth for your clients by specializing your offerings, landing clients with substantial budgets, and optimizing your profits.

In this section, we explore respondents' answers to 3 questions that have the power to help you drum up new business and propel your agency forward.



Have you found your 'profit sweet spot'?

Not all agencies are set up to work on bigger projects and retainers—and not all want to. The key is to find your “profit sweet spot” that allows you to balance out your costs (your time) and benefits (how much profit you’re generating).

To help you define your profit sweet spot, ask yourself if your agency has a service that could support a price increase without significantly impacting demand.

How can you pick up bigger clients with larger budgets?

Our data suggests that the most profitable agencies are much more likely to win work in excess of \$100K. To successfully pull this off, you’ll need to have a solid understanding of your agency’s strengths and areas of expertise.

What could you be the best at?

Clients are willing to pay premium prices to work with specialists. In fact, our data suggests that agency respondents who report having a specialization are almost 3 times more likely to generate revenue gains of 26% or higher than respondents who don’t have a specialization.

TAKEAWAYS

Key findings on growth tactics

Across areas like **client development, referrals, and new business**, we found that the more respondents said they invested in their outreach, the stronger their returns.

3 insights for growing your agency:

1. **45%** of respondents who say they work with other freelancers reported over \$50K in revenue last year, compared to just **21%** of those who didn't.
2. Respondents who specialized were more likely to see a 61%+ conversion rate and over \$25k in revenue per year than those who didn't.
3. Respondents found their **"profit sweet spot"** by testing a service to see if it could support a price increase without significantly impacting demand.

Read on as we round up insights from respondents on how to support your agency's growth.

Client development

While over half of agency respondents report lacking a plan for upselling to existing clients, there are many ways to accomplish this. By having conversations with existing clients about their challenges, you can find ways to add value and come up with potential solutions to their challenges.

Referrals

Referrals from both existing clients and fellow agencies and freelancers continue to rank among the top ways respondents pick up new clients and grow their agencies. In fact, 35% of respondents with a fully implemented referral strategy reported 20% or more in operating profit.

Networking

Almost half of respondents rate networking as one of the best ways to generate new clients. Additionally, **32%** of respondents reported a return to in-person networking, suggesting that the future may see more of a hybrid approach to networking.

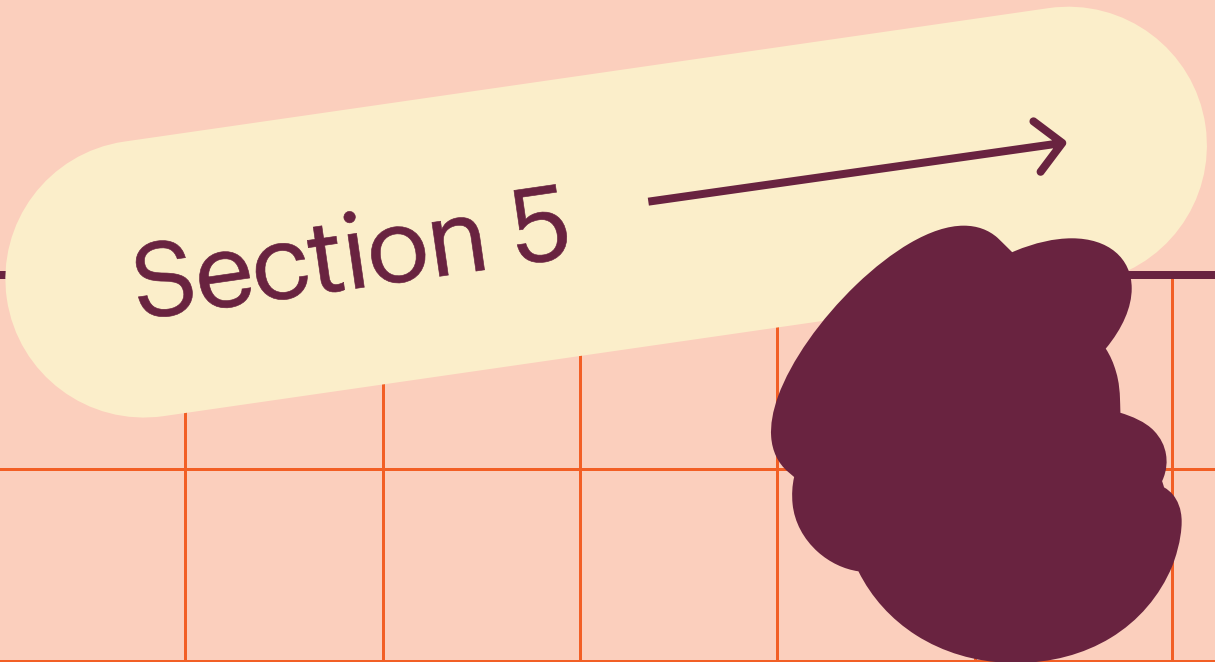
Client location

Responding agencies that say they work with international clients reported growing more quickly than those who say they only work with regional clients, with nearly 4 times as many saying they generated **26%** or more revenue growth last year.





Stronger Together



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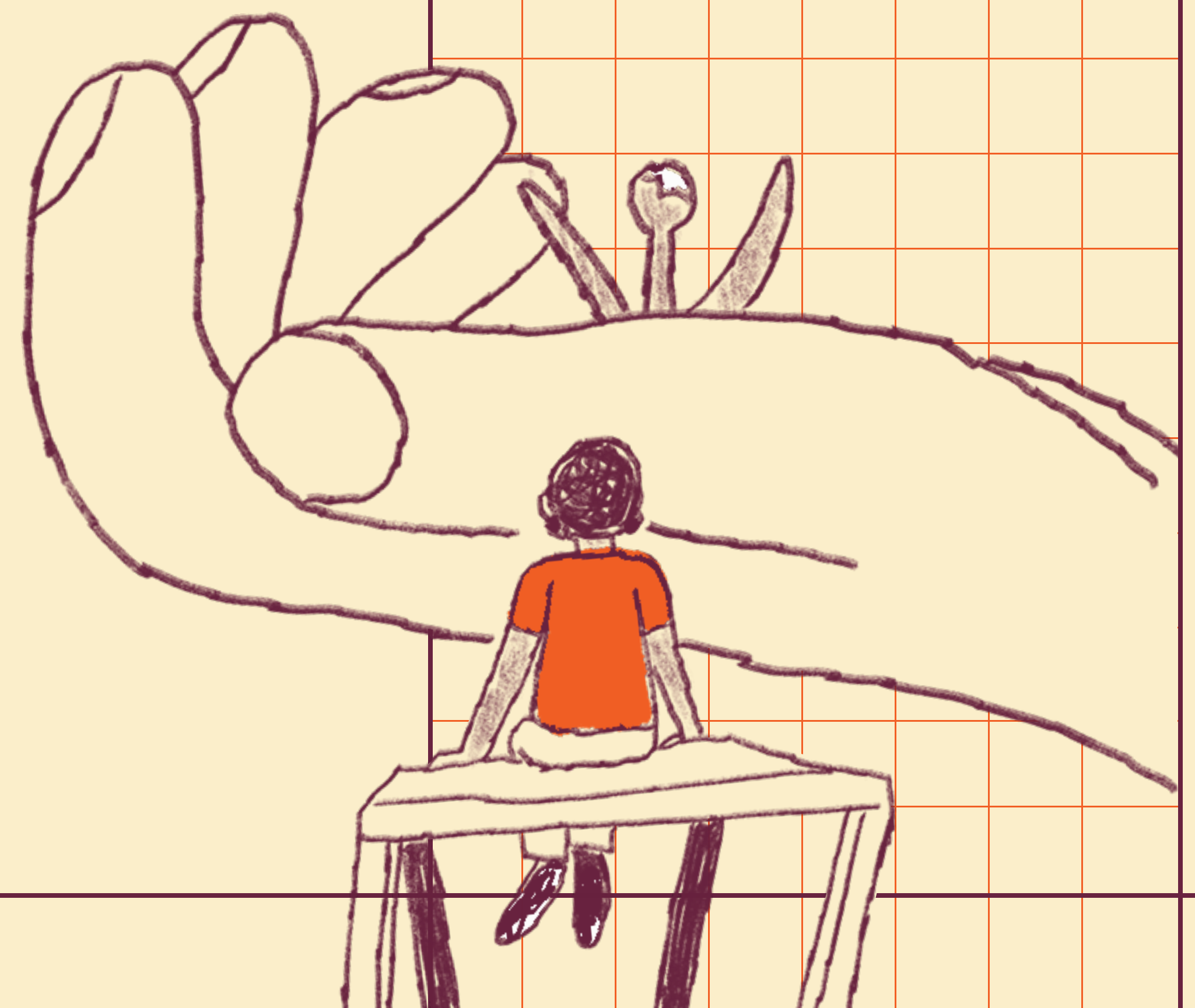


The power of balance

One theme that stood out to us amongst survey responses: **there is a desire for interconnectedness and work-life balance.** To better understand how marketers are faring in these areas, we examined how they say they spend their time on and off the clock, as well as their perception of belonging to a larger community.

We received a wide range of responses regarding how balanced responding agencies feel. In hopeful news, **43%** of respondents say they feel they have work-life balance, and an additional **6%** claim they maintain it consistently. On the other hand, **39%** say they only experience sporadic moments of balance, and **12%** of respondents say they lack it entirely.

In the pages ahead, we'll take a closer look at the data, exploring how agencies can cultivate more feelings of balance and togetherness, both professionally and personally.



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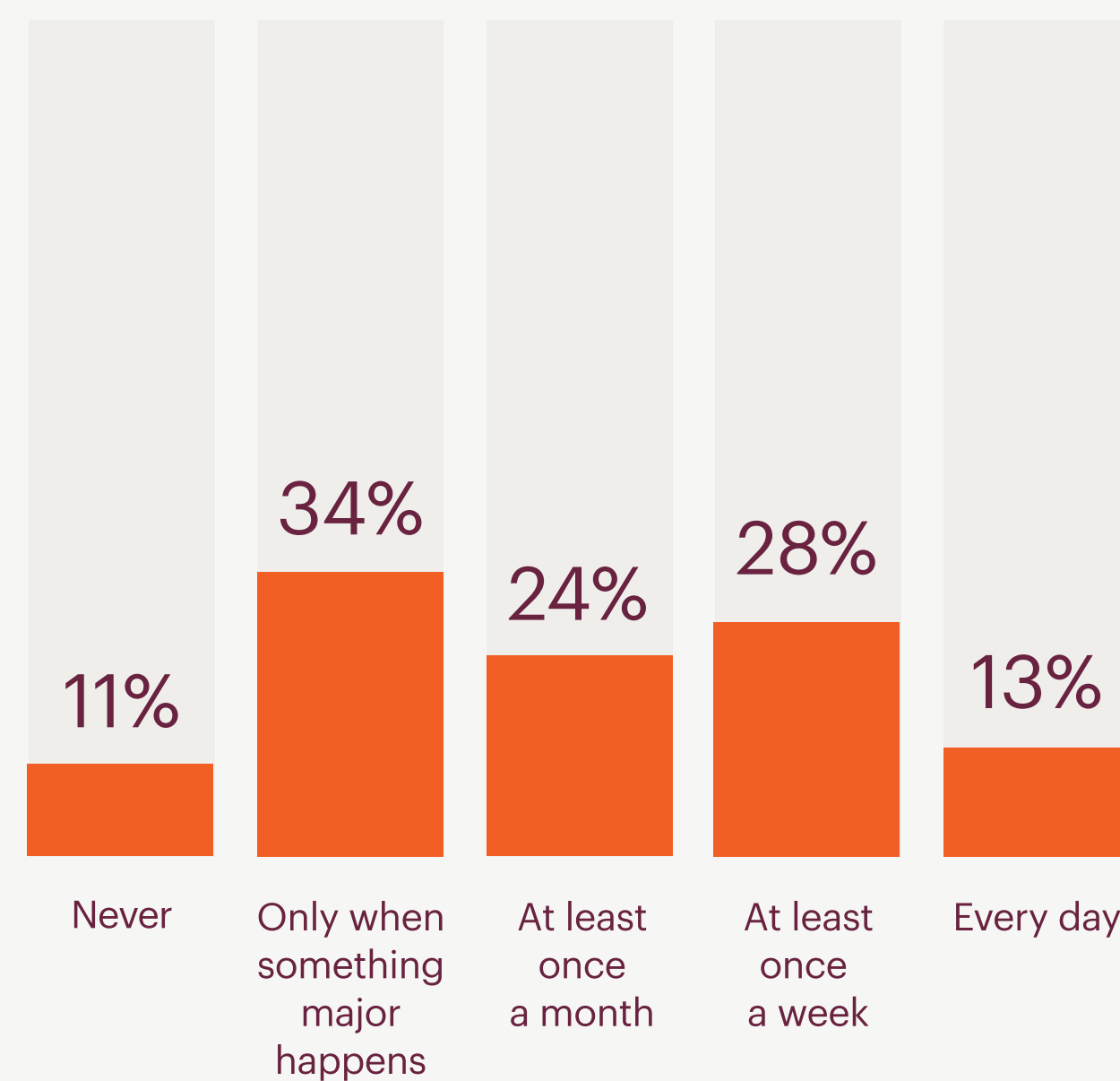
In Closing



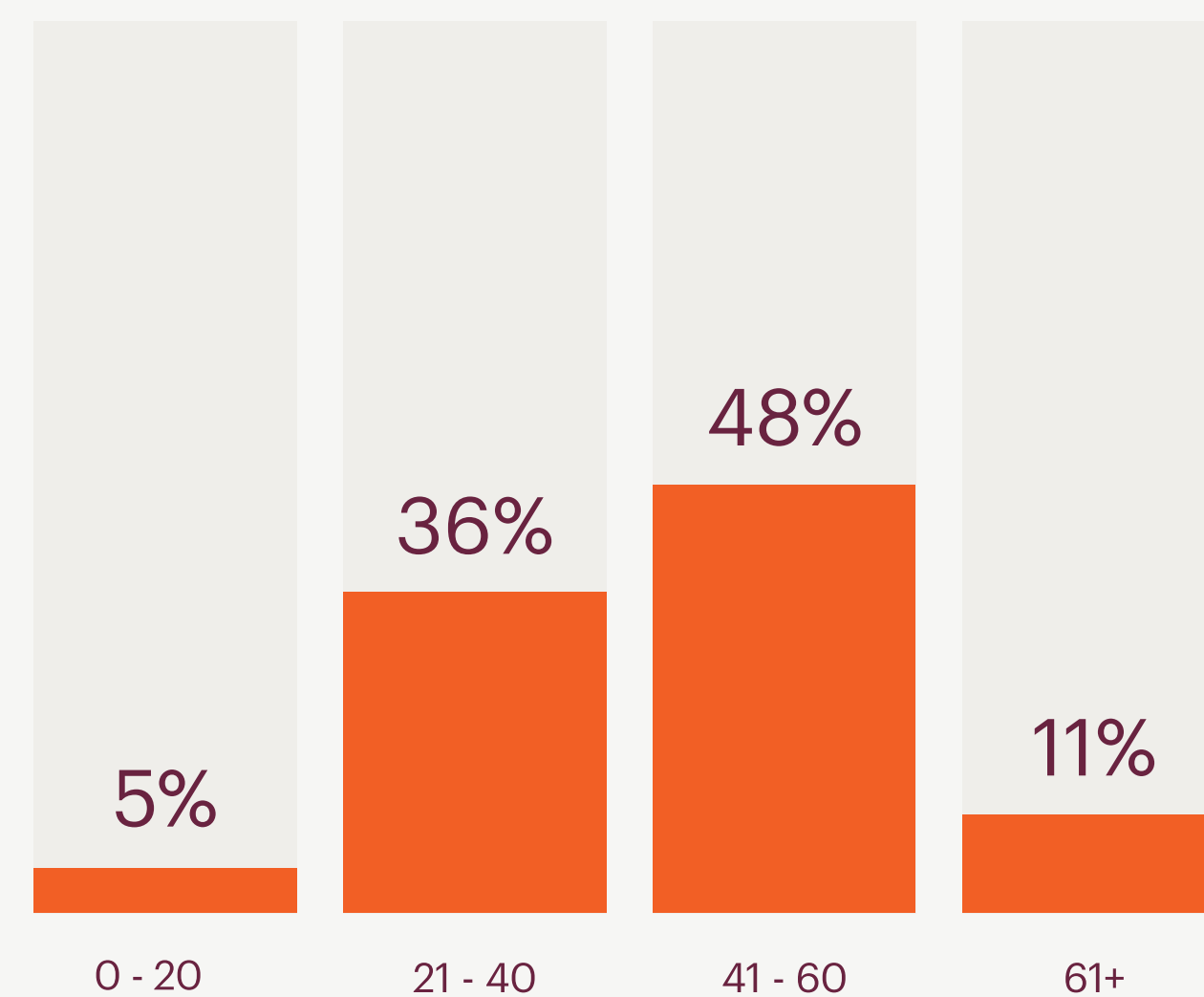
How are you doing right now?

Nearly half of agency respondents report having a work-life balance, and 34% tell us they only worry about their businesses during a major incident. If you're not quite at this place yet, but want to get there, read on to learn how Mailchimp partners successfully maintain a work-life balance.

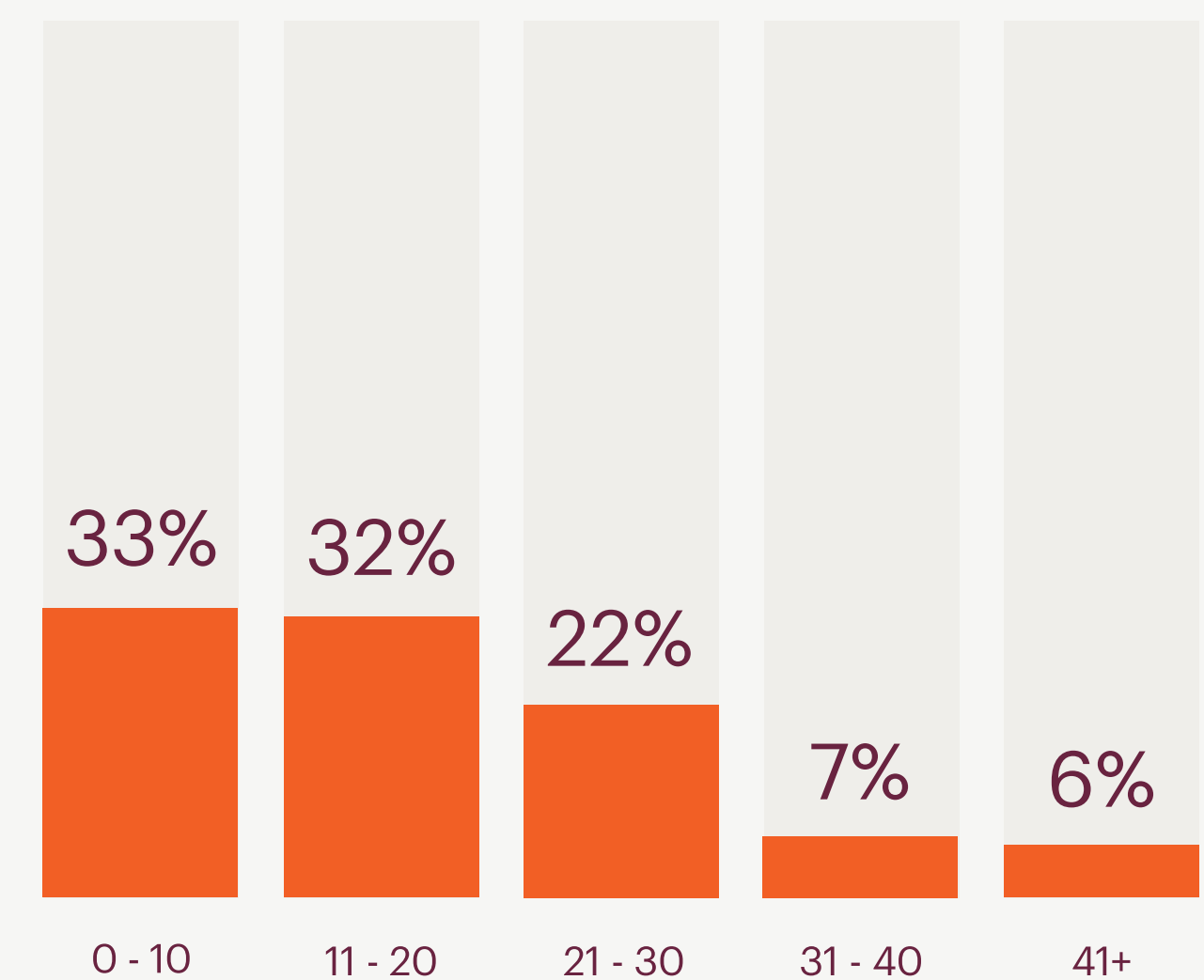
HOW OFTEN DO YOU FEEL WORRIED OR ANXIOUS ABOUT YOUR BUSINESS?



HOW MANY HOURS DO YOU WORK PER WEEK?



HOW MANY DAYS DID YOU TAKE OFF WORK LAST YEAR?



Mailchimp partners share how they maintain a work-life balance:

Join the community at mailchimp.com/andco

“I walk away from my desk no later than 7 pm. It’s hard when you work from home to know when the day ends. I set appointments with friends, family, or with a fitness trainer to make sure I have a clear end point in my day.”

— **MaryAnn Pfeiffer**, Mailchimp [pro partner](#) and founder of [108 Degrees Digital Marketing](#)

“I do yoga and walk every day, spend weekends in nature, stop working for 2-3 weeks during summer, and also rest during school holidays and the remainder of the year. I read and listen to audiobooks: narrative and topics other than marketing.”

— **Alessandra Farabegoli**, Mailchimp [pro partner](#) and co-founder of [Palabra](#)

“We started Limelight to create the opportunity for our team members (including me as the owner) to work remotely, doing the work we love, working with clients we enjoy, and getting paid well for what we’re worth. We can work anywhere there is Wi-Fi, so taking time to travel is key.”

— **Tricia Allenson**, Mailchimp [pro partner](#) and CEO of [Limelight Marketing Systems](#)

“Having clear boundaries with work time and home time. I also only work a 4-day week, reserving one day to enjoy my free time, whether that’s by relaxing, spending time catching up with friends or doing stuff around the house. I also have a great support network and team who I can delegate work to when needed.”

— **Bushra Sheikh**, Mailchimp [partner](#) and co-founder of [BKS Consultancy](#)



“Leave work behind when you leave your desk. Make time for the things that matter.”

— **Adam Holden-Bache**, Mailchimp [pro partner](#) and head of strategy at [Email Industries](#)

Want to establish balance?

Here are tips that have the potential to help you engage with your community and achieve greater balance.

1

Try not to work around the clock

32% of respondents who say they work over 61 hours per week reported feeling like they have no work-life balance. In contrast, only **2%** of those who say they work under 40 hours feel they have no work-life balance.

2

Beware of burnout

Recognizing the signs of burnout can be crucial. Those who take steps to alleviate their agency's workload, such as identifying what increases (and drains) employees' energy, setting boundaries and delegating tasks, could help avoid excessive stress and fatigue at work.

3

Vacation can pay off

80% of respondents who say they have a work-life balance reported taking **at least 10 days** of leave last year, which suggests that taking time off could help marketers equally prioritize the demands of their careers and their personal lives.



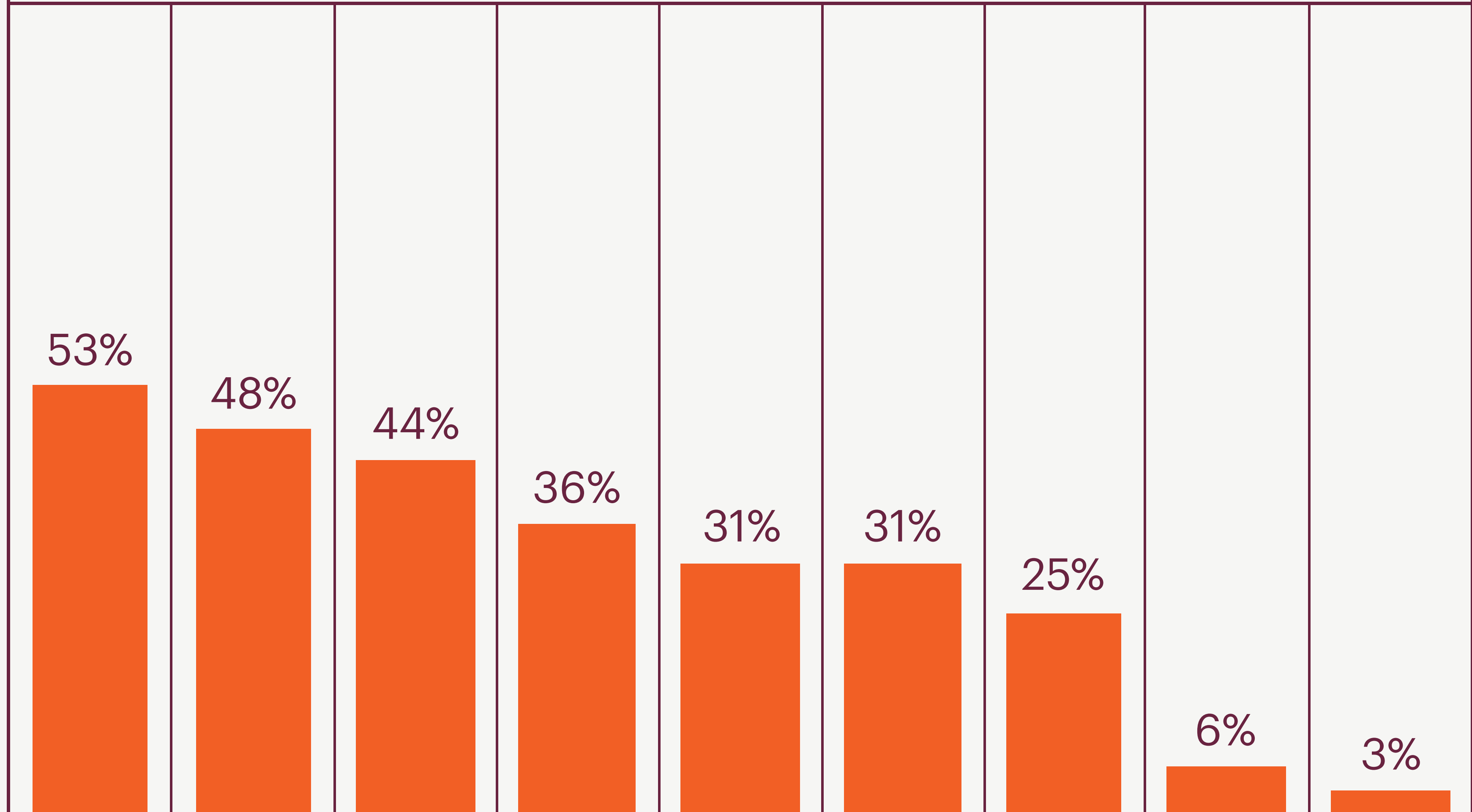


Why opening up matters

Join the community at mailchimp.com/andco

Feeling heard, seen, and understood can make a world of difference. Our data suggests that respondents who say they speak to their peers about their business challenges are more likely to grow their revenue compared to those who don't confide in their peers—that's the power of community.

WHO DO YOU SPEAK TO ABOUT YOUR BUSINESS CHALLENGES?



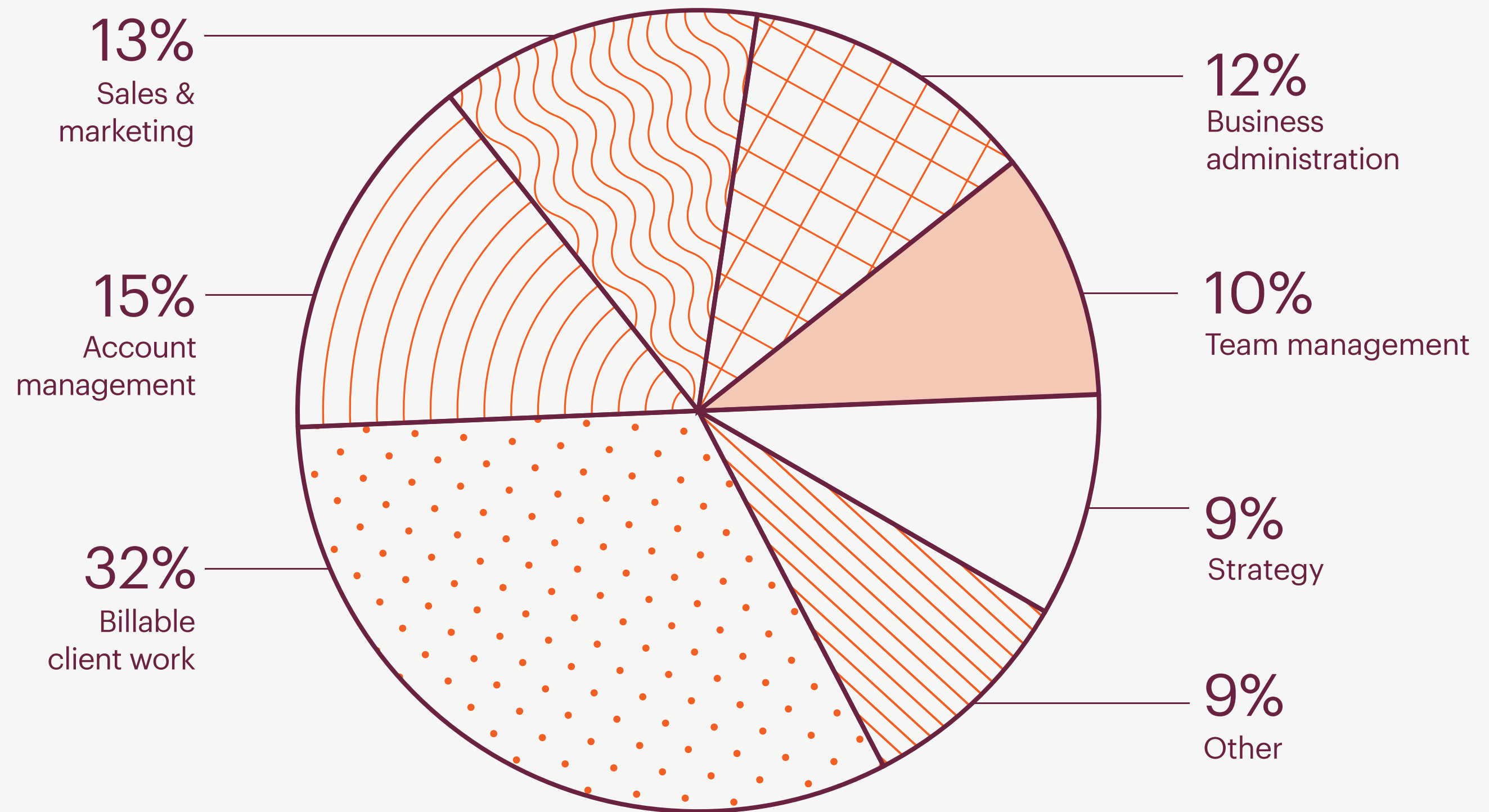


How agencies are spending time

Often, agency owners find they spend more time working in the business, rather than on it. **32%** of responding agencies shared they spend most of their time on billable client work, followed up by **15%** saying they spend most of theirs on account management.

But what do agency pros actually want to be spending their time on? **Find out on the next page.**

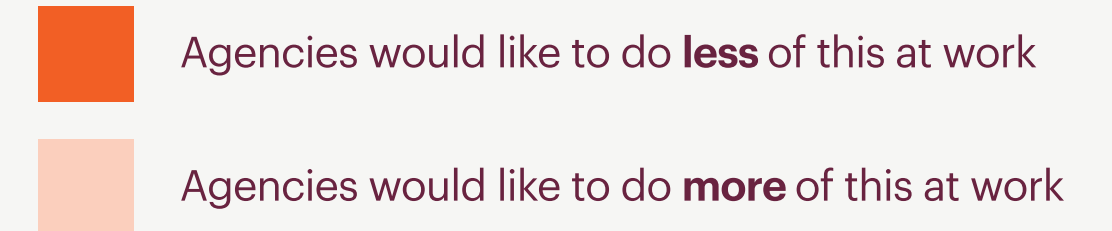
WHAT DO YOU SPEND MOST OF YOUR TIME WORKING ON?





Refocusing on strategy

*Agencies we surveyed were able to choose more than one answer.



Two clear themes emerged from respondents' preferences.*

Over half say they want to do less business administration, while an overwhelming 74% say they'd rather be executing strategy.

Here's how one Mailchimp partner makes that happen:

“Business strategy is a part of daily life for us at Commino. We create **mind maps** to break down activities by business functions and deliverables. The team uses these maps to define the tools and tactics we plan to use to achieve our quarterly outcomes. Each branch of the mind map represents an outcome, and leaders create tactical outcomes to achieve their objectives. By continuously reviewing and updating our plan after testing and learning, we can stay on track and make a big **impact** in our industry.”

— **Onur Ibrahim**, Mailchimp partner and founder of [Commino](#)





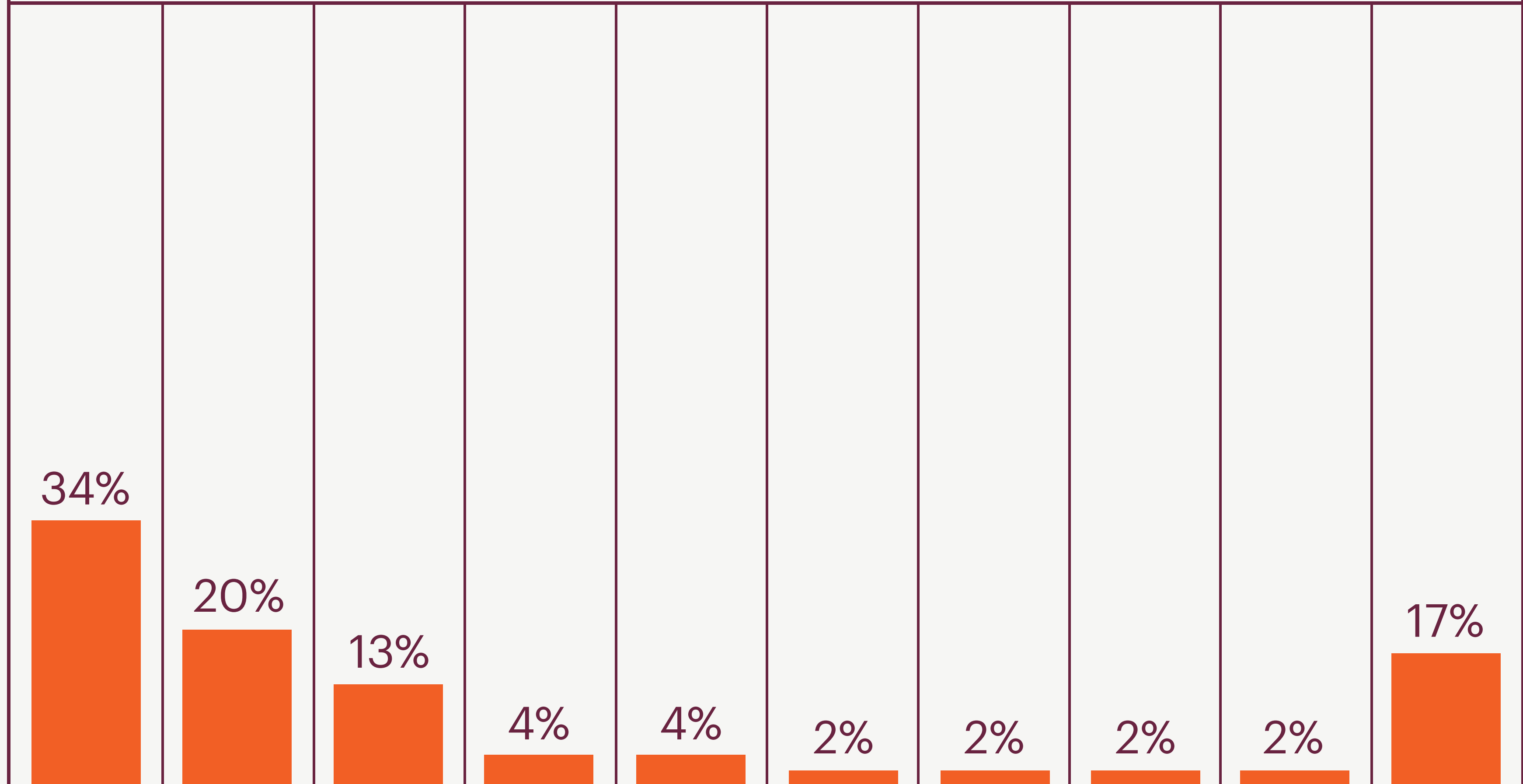
Spend less time on admin

Join the community at mailchimp.com/andco

The majority of respondents report wanting to spend less time on business administration. How can they go about achieving this?

34% of respondents say they use [QuickBooks Online](#) to help them save time, demonstrating the power of our integration with Intuit, as well as our commitment to providing marketers with a suite of tools and resources that can help them deliver their best work.

WHICH FINANCE SOFTWARE PLATFORMS DO RESPONDING AGENCIES FROM AROUND THE WORLD SAY THEY'RE USING?



TAKEAWAYS

Key findings on staying stronger together

In this section, we outlined what it means to have work-life balance, cultivate strong relationships, and spend time on the work you enjoy the most.

Staying cognizant of how you're spending your time and energy—and taking a break when you need it—could be the key to your business growth.

Work-life balance

Based on our findings, the number of hours you work could directly impact whether or not you feel you've achieved work-life balance.

32% of respondents who say they work over 61 hours per week feel like they have no work-life balance. In contrast, only 2% of those who say they work under 40 hours experience the same issue.

Burnout prevention

Learning how to prevent burnout can be essential. Try to identify which tasks deplete your energy, set boundaries, and delegate responsibilities among your team—these considerations could help stave off excessive stress and burnout.

Benefits of a break

It can be easy to avoid taking time off from work, but our data shows it's important to be intentional about it. 80% of respondents who say they have a work-life balance reported taking at least 10 days of leave last year. This suggests that taking time off could help marketers equally prioritize the demands of their careers and their lives outside of work.

Uncover how you spend your time

Change how you spend your time: Our data indicates that the majority of respondents want to spend more time on strategy and less on business admin. Mailchimp integrations like Quickbooks Online can help you outsource much of this work, giving you more control over your day-to-day life.



Report Intro

Money Moves

New Business


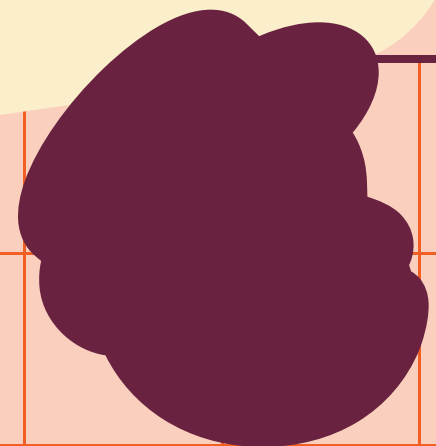
Growth Tactics

Stronger Together

In Closing



In Closing

Section 6  



Report Intro

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Agency owners are committed to **connected growth**

Throughout this report, it's evident that responding agencies are committed to achieving business growth while also staying balanced and enjoying the projects they're taking on.

By following these tips on boosting your bottom line, ramping up your client roster, strategizing for a flourishing future, and spending time on work you're passionate about, we hope you're able to find success in your professional—and personal—life.

Mailchimp & Co is grateful to our worldwide network for contributing to this year's report.



JOIN OUR COMMUNITY

At Mailchimp & Co, your work-life balance is just as important as your business success. That's why we offer a wealth of tools, resources, and integrations that can help you stay on for your clients—even when you sign off.

Sign up [here](#), if you haven't already, to get insider access into [product launches](#), read [articles specifically related to the industry](#), and gain opportunities to attend networking events.

Join us → [here](#)



Thank you.

See you next year

Join our community → [here](#)

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