



Web Smart Agency Consulting

[Web Smart Newsletter](#) by Eric Holter, October 2007

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This month's newsletter marks a significant jump forward for Newfangled. Since our start, in 1995, we've partnered with many mid-sized advertising agencies to build hundreds of sites together. In addition to building sites with agencies, we also write these Web Smart newsletters. They are one way we advise our agency partners on the web trends, tools, and technologies that they need to know about in order to craft a client's web marketing strategy. Today, we are excited to announce [Web Smart Agency Consulting](#). The goal: to deepen the strategic role our agency partners have with their clients when it comes to web strategy.

Importance of Influence to Advertising Agencies

The world of advertising is an interesting conjunction of business and art. Most agencies not only want to increase billings, they also want to do work that has impact. The best agencies have learned that both objectives, billings and impact, come from having **strategic influence** with their clients. The strength of any agency can be measured on this continuum. Those who hold strong strategic influence are well paid and their work usually has significant impact.

At the other end of the continuum are agencies that don't have much influence. They aren't looked to for strategic advice. Rather they fulfill assignments--an ad here and a brochure there. These agencies usually don