



Get Ahead & Creative Agencies: How We Can *support you*

**From the Get Ahead
virtual agency team**



getaheadva

www.getaheadva.com

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Introduction

Here at Get Ahead, we love working with creative agencies. We get your world, love what you produce and enjoy playing a supporting role.

That support comes in different forms. We help creative agencies with client needs - fulfilling overflow work and bridging skills gaps, by engaging our specialists across all marketing disciplines including design, copywriting, PR, social media and beyond.

We also help creative agencies with back-office needs - their admin, finance, HR - to allow them to focus on their client work.

With over 90 business specialists in a broad range of areas, we find we can always match a creative agency with the right expert for them. And, importantly, we always match on both skillset and the type of person you need, to ensure a great team fit.

Read on to find out a bit more about what we can do for you and your creative agency.

And if you think we might make a good team, get in touch.

office@getaheadva.com
www.getaheadva.com



Why do creative agencies outsource back-office support?

Get Ahead exists to provide back-office support for busy businesses. Since our foundation in 2010, we've supported a wide variety of businesses, including a range of creative agencies. As an agency ourselves, we understand the importance of a consistent culture throughout the organisation, even when the work is delivered remotely.

In this blog, we look at what kind of work creative agencies might choose to outsource and how it could benefit the business as a whole.

What back-office work can creative agencies outsource?

Get Ahead is an agency with over ninety virtual experts. This virtual team deliver almost any back-office support service you can think of, from research to social media, bookkeeping to data management and a lot more besides.

Our services divide into marketing, business support, virtual assistants, online events management (e.g. Zoom conferences) and social media management. Many of the team members have additional experience so if you don't see what you're looking for, please ask anyway.

Our regional directors use the Circle communication platform to connect with the virtual team members and source the expertise you require.

How does outsourcing benefit creative agencies?

However experienced a business owner you are, there will always be jobs you like more than others. The tasks you dislike are the ones you'll procrastinate about. Perhaps they aren't your strongest areas either, meaning you might not complete those tasks to a high enough standard.

You might also find that you simply don't have time to do all the jobs on your list. Perhaps you started your agency because you're a fantastic designer...but if you're spending your hours sending invoices, managing client relationships and everything else that goes into running a successful business, when will you find the time to create a stunning online presence for your clients?

Fortunately, when you outsource those additional, necessary tasks, you'll find you have more time to spend on your core business. You can offer a better standard of work, and accept more jobs because outsourcing your social media, for example, will create more free time in your work diary. And if you've been feeling the pressure and you'd like to manage your hours better, outsourcing can help reduce the stress and give you your life back.

Outsource to Get Ahead

Outsourcing to Get Ahead is a great way for creative agencies to win some time back. Wherever you are in the UK, your local regional director can help you identify which tasks it would benefit you to outsource. In addition to finding ways of taking the pressure off, your local regional director can also create a solution around your needs and budget. You can expand or reduce the service you use at any time, because you're not tied into a long contract.

To find out more about how outsourcing to Get Ahead could help you expand your business or improve your work/life harmony, explore our site or contact your local regional director today.



How Get Ahead supplements creative agencies' client delivery

Regular clients and followers of our blog will know that Get Ahead are business outsourcing experts, providing support to organisations of all sizes. But did you know we can also help you deliver your client work? Our creative agency clients find white labelling a particular advantage, with Get Ahead's virtual experts stepping in to deliver work like:

- web design
- web development
- graphic design
- copywriting
- digital marketing
- social media

In this blog, we look at why a creative agency might want to outsource some of its client work, and how this works in practice.

Why do creative agencies outsource client work to Get Ahead?

Depending on the size of your agency and the number of your clients, your agency might not be able to cover all the work you're being asked to do. But when you outsource it to an agency like Get Ahead, you can accept every piece of work that comes your way, confident that a virtual expert will be able to deliver it remotely.

Alternatively, if your in-house team don't have the right skills for a specific job, you can outsource the work to us. And when that job is over, or business is quiet, you can stop the service as easily as you started it.

It's also a great solution if a client asks for a service you don't offer. You can pass the work over to us, while still offering a great service to the client by being a single point of contact. You'll save your client a lot of time and energy by being able to recommend or white-label Get Ahead.

Get Ahead and white-labelling – how does it work in practice?

If you have a client whose work you cannot deliver in-house, our virtual experts can act as your remote team. We'll find a web designer, graphic designer or anyone else with the right skills and personality to support your agency and your clients. Our regional directors know our team members well, and take time to find not just the skills and experience but also someone who shares your outlook, ensuring consistency for the client.

We know that your clients chose your agency for a particular reason. Our virtual experts follow your established ethos and modus operandi so you can feel confident that your clients are receiving the same great service regardless of who delivers their work. The virtual experts can even work from a business email address so your client will feel you're all from the same organisation.

Alternatively, you might choose to use Get Ahead as your recommended partner rather than white-labelling the work. This is a good solution if you attract the kind of clients who like to have full control of projects and communicate directly with whoever is delivering the work.

Creative agencies outsource their client work to Get Ahead

We've worked with countless creative agencies since Get Ahead's foundation in 2010.

To find out how we can support you, get in touch with your local regional director today.

How does Get Ahead help creative agencies give better service?

Our team has a wide range of expertise – both our digital experts and admin experts love supporting creative agencies like yours.

Client work

Get Ahead's team are experienced at design, development, digital marketing, social media and more. When you outsource your client work to us, you can...

Improve your service

Bridge your team's skills gaps and give your clients the same great results they expect from you

Accept more work

Say yes to everything, even when your own team is fully booked

Diversify your offering

Offer additional services you don't have the in-house experience to support

Back-office support

Get Ahead's admin team are experienced at cost-effective, back-office support. This means creative agencies can...

Use our services when you need them

Benefit from our flexible approach. Ask for support when you need it or scale it up or down as required

Save time and money

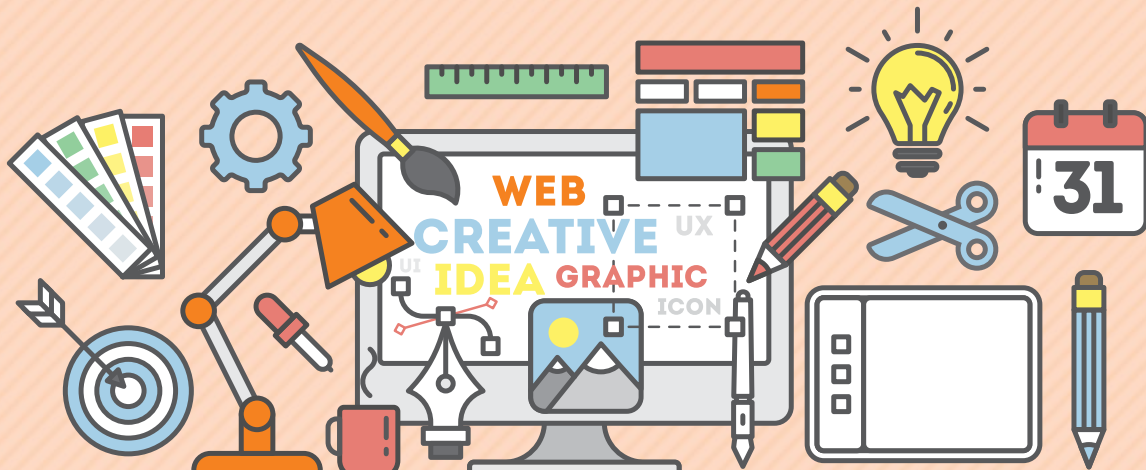
Outsource to an expert and you'll see the task completed quicker than you can do it yourself

Focus on your clients and do the work you love

Outsource any job that is holding you back. We provide bookkeeping, social media management, marketing, admin and more so you can focus on what you do best

Our white label service for creative agencies

Get Ahead's outsourced services are a great solution for creative agencies. Why not outsource your overflow work to us?



Client asks for creative support

**Agency
outsources
it to Get
Ahead**



**Agency
delivers it
in-house**

Why outsource your overflow work?

Our white label service means a seamless service for your clients.



We hand-pick experts with proven track records so you'll know the work is the same quality you'd produce yourself.



We extend your capacity so you can accept every piece of work you're asked for.



You can offer additional services, providing expertise and add-ons your team couldn't otherwise deliver.



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