

SEE THE FULL PICTURE.

Independent agency lifecycle management for communications leaders.

AGENCY RELATIONSHIPS NEED AN OPERATING SYSTEM.

Communications teams increasingly rely on complex networks of agencies and specialists, but responsibility for those relationships is often fragmented across leadership, procurement, finance and individual relationship owners. As a result, millions in communications spend are still managed through separate scopes, status meetings, annual reviews, procurement cycles and individual relationships that don't add up to a coherent system.

Certes closes that gap.

Certes is an independent advisory firm focused on how communications organizations source, structure, manage and evaluate their agency relationships.

THE QUESTIONS THAT USUALLY COME FIRST...

- Are we getting what we're paying for?
- Is the agency the problem? Or do we need to manage the relationship differently?
- Are the right people doing the right work?
- Are our agencies working together effectively?
- Are we choosing the best agency, or just the one that gave the best pitch?
- Is it time to rebuild the relationship, or replace the agency?

HOW CERTES HELPS

FIND

Find the right agency partner and set the relationship up to work from day one.

DIAGNOSE

Something feels off, but you can't quite put your finger on it. Certes goes inside the relationship to identify what's working, what isn't, why, and what to do about it.

MONITOR

Maintain visibility into agency health, scope, staffing and performance with regular reviews, health checks and early-warning flags.

RESET

When a relationship needs to change, Certes helps you rebuild it or replace the agency and manage the transition cleanly.

PRO CLIENT. PRO AGENCY. PRO RELATIONSHIP. ANTI DYSFUNCTION.

CERTESADVISORY.COM • SUSAN@CERTESADVISORY.COM • 469.887.6325.

FIND / DIAGNOSE / MONITOR / RESET