10 Tools Advertising Agencies Need

In 2018, the total amount spent on advertising was $579 billion globally, according to a report from Recode. As you can see, it's indeed a substantial amount. And it shows us how companies around the world value the importance of launching advertisements. Because of that, many advertising agencies are competing against each other. Particularly, they're racing to get clients and produce ad campaigns. That's the prominent nature of the advertising industry. It's a constant race of which business can generate more revenue and profit.

So, if you have plans to open your ad agency, don't let the hectic competition discourage you. You can keep pace with other agencies by using these tools that we're about to discuss with you. These are the ten tools that advertising agencies need for fast and smooth operations.

For Collaboration

In running an ad agency, collaborating and communicating with your team is crucial. These tools will help you to stay connected with them even if you aren't together in one room.

Teamwork

Teamwork is a tool that is designed for the benefit of dynamic teams. Even if your advertising team consists of a hundred members, working in harmony with them won't be a problem. Teamwork enables you to assign tasks, send memo docs, share files, and announce meetings in just a few clicks. Plus, this software has a user-friendly interface. There'll be no need to worry about reading a lengthy manual on how to operate it.

Trello

Trello is a list-making application intended for working teams. The layout and design of this tool look very creative and simple at the same time. There's nothing complicated in using it. Trello is just like a virtual bulletin board where you can post announcements, task assignments, and schedules for your team to see. It has these virtual cards where you can input messages, create a to-do checklist, attach files, form meeting minutes docs, or write anything important. Your team members will receive them instantly.

For Generating Leads

You need as many clients as your agency can accommodate to [maximize its potential revenue and profit](#). But, you need to [generate leads](#) for that to happen. These two tools are among the best in terms of lead generation.

Albacross

Your agency's primary source of leads is its official website. However, you can't track who visited the site. So, you'll have no basis on where to begin to look for prospective clients. But with Albacross, you can see who visited the site and what company they belong to. You can try Albacross for free in the first 14 days. All you have to do is install its tracking script and let it do all the work.

Intercom

Intercom is a unique lead generation tool. How is it unique? Well, it works this way: When a visitor spends over a minute browsing your agency's website, an operator from your team can chat with them directly. The visitor will see a chat box popping from a corner of the site's web page. The operator can ask questions such as, "How can I assist you?" or "Are you looking for something in particular?" Simply put, Intercom enables you to have immediate contact with a potential client. So, you should give it a try soon.

For Social Media Management

[Social media](#) is an important element in advertising today. That said, the use of social media will be an integral part of your operations. So, consider using these tools for social media management.

Buffer

Buffer is a useful social media tool for all types of businesses, not just ad agencies. Many of your ad campaigns are for social media platforms. That's why you need a tool such as Buffer. With Buffer, you no longer need to post content on social media manually. It'll do it for you. You just need to set a schedule when it must publish the content. Thus, it eases your team's workload.

PromoRepublic

Another fantastic social media tool is PromoRepublic. It functions a lot like Buffer, but with some added features. One prominent feature is its AI system. PromoRepublic's AI system can structure the best schedule of when to post content. It ensures that all of your social media posts will reach your target audience.

For Production and Project Management

Projects could come in left and right in your agency, and that's a good sign. It means your agency is growing. However, keeping tabs on all of them and ensuring they'll be complete on schedule is a major challenge. So, these [tools for production and project management](#) could come in handy.

Comindware Tracker

Comindware Tracker is a planning and management tool that enables you to have a clear overview of every project your agency is handling. You can track their progress and have constant reminders of their deadlines. Every stakeholder of an ad project will have instant access regarding its status, including the clients. You can utilize it free of charge for the first 30 days.

Curata

Curata is a software that can assist you in searching for timely topics or content genres. Hence, it can give you ideas on how to make your ad campaigns compelling for the target audience. On top of that, Curata can also provide info about which forms of media are best for your ads. To sum it, Curata helps in optimizing the quality of your outputs.

For Client Relationship Management (CRM)

Nurturing client relationships is vital for your agency's expansion. With that in mind, you have to manage your clients well. And these CRM tools can aid you with that.

CRM Creatio

CRM Creatio is a CRM tool that helps companies in ensuring customer or client satisfaction. It can show you real-time analytics of your service quality to get a gist of your clients' experience. CRM Creatio will guide you in the right direction in terms of having fruitful partnerships with your clients. It has many features that might not be easy to handle at first. But once you get the hang of it, it'll all be good from there.

Oracle CRM

Oracle CRM is among the most popular CRM tools in the business world. It can show you solutions to every business aspect that contributes to client satisfaction, such as marketing strategies, sales tactics, quotation pricing, operational methods, etc. Oracle CRM covers a large scope to dig details that are significant in measuring client experience.

Many other tools in the market meet standards and can support your agency. But these ten that we discussed with you are the best of the best. So, when you devise your advertising agency business plan, consider integrating these tools into your operations.