The Advantage Agency

Employee Welcome:

This document will outline the expectations and guidelines of working at The Advantage Agency.

Inside this document you will learn the mission, values, purpose and vision of our company.

We believe you will have a successful future here. As an employee of The Advantage Agency we believe you embody and exemplify the core values that make our company great. Congratulations on this opportunity, we are so excited to have you join our family!

Mission:

**The Advantage Agency is dedicated to producing the highest quality of digital marketing strategy delivered with originality, innovation and creativity.**

We are here to shake up your industry with modern, innovative public relations and digital marketing strategies. We firmly believe in the power of originality and innovation. We are driven to produce excellence through creativity and originality to give clients the advantage they need to produce award winning content.

Purpose:

**To fulfill our promise of building impactful campaigns with ingenuity, imagination and heart to reach their business goals.**

To provide the advantage to clients that we promise in our mission statement we will stay committed to building each and every campaign with each client’s individual needs in mind.

Vision:

**The Advantage Agency will be nationally recognized as the most innovative, creative and modern public relations and digital marketing agency in the United States. The Advantage Agency aims to be the Beyoncé of this generation and shake up our industry.**

**How will we do this?**

* **Challenge ourselves every day to deliver for our clients: We will monitor industry trends daily to expand our knowledge of how to deliver the best results for our clients**
* **Focus on thought leadership: Conduct department weekly meetings to brainstorm and learn about current clients**
* **Have a flexible pricing schedule: We know our worth here at The Advantage Agency. We offer flexible pricing packages for clients to choose from to pick a service that best fits their budget.**
* **Capitalize on our relationships with customers: Here at The Advantage Agency it is essential that we have a personal relationship with all of our clients. We want to make sure to be well informed of our clients wants and needs to produce the best results. Positive relationships with customers lead to positive referrals via word of mouth, loyal clients and increased sales.**
* **Create customized client experiences: All clients are different, however our level of excellence will remain the same. We create an individual experience for each client based on how to optimize growth for each client.**

**Values:**

* **Quality**: We provide outstanding and personalized services for each client. We value our customers and will provide exceptional results.
* **Integrity**: We expect and will deliver the highest standards of work for each client.
* **Collaboration:** Improves flexibility of the company and inspires innovation.
* Accountability: It’s on us, always.
* **Commitment to customers**: We won’t be successful without our customers and will make every decision with each client in mind.
* **Efficiency**: We will always perform and function in the best possible manner.
* **Always have fun**: Happy workers are more willing to work together to produce results for the common good.

Strengths:

* **Strong employee attitudes**: Our employees do what they love and love what they do. Everything is done with passion or not at all.
* **Personal relationships with customers**: Every client and account manager are on first name basis and create personal relationships that last more than a contract. We are invested into making our clients reach and exceed their business goals.
* **Creativity:** Thinking outside of the box to produce creative and original ideas is the norm. Each idea for a product or campaign is well thought out and collaborated on by numerous members of the company.
* **Integrity:** We tell you the truth no matter what, we will work relentlessly until the end goal meets our standard of excellence.
* **Flexibility:** Things don’t always go our way. We are flexible in the approach of day to day projects. This includes being versatile on our knowledge of different websites and software’s to achieve any goal presented to us.
* **Loyalty:** The Advantage Agency is a loyal and dependable place to work. Loyalty creates enthusiastic and dependable employees.

**Awards:**

* PR Week Small Agency Award 2008
* PR Week Digital Marketing Content Award 2010
* Ragan/PR Daily Content Marketing Award 2014
* Ragan/PR Daily Media Relation Award 2016
* IRPA Golden World Award 2020

Letter From The President:

Dear Team,

Thank you for being here. The Advantage Agency is my dream. Ever since I started studying public relations and advertising in college, I have dreamed of running my own agency. Everyone said I would never make in this competitive industry—they were wrong. As you enter this industry and our agency, I offer you three short pieces of advice. First, never forget the journey that brought you here. Second, always keep our core values in mind during any interactions with customers. Lastly, bring your best each and every day not only for our customers, but also for building your career.

 I cannot wait to work with you. Please never hesitate to reach out.

Best wishes,

Jill Austin