

# Getting the Most From Creative Partners

 Instructor-led  Onsite or Remote  ~14 Hours

**Overview:** Working with creative agencies is a cornerstone of marketing, but it can be challenging to maximize the investment. Forge more successful partner relationships through a shared customer-first mindset and improved collaboration.

## Business Outcomes:

- Reduce or optimize agency spend.
- Allow creative partners to deeply understand your customers.
- Improve creative development, brand storytelling, and agency briefs.

Customer Insights	Creative Development
<p><b>Develop data-driven personas</b> to intelligently adjust marketing tactics.</p> <p><b>Chart personas on a customer journey map</b> to more fully understand their experience.</p> <p><b>Use qualitative data</b> to generate actionable customer insights.</p>	<p><b>Define your brand</b> to guide work with internal stakeholders and creative agencies.</p> <p><b>Pitch a succinct creative brief</b> with clear objectives.</p> <p><b>Learn how to provide constructive feedback</b> to creative agencies.</p>