

CONTENT MARKETER'S
Blueprint

**Record setting
HubSpot agency
uses CMB to make
retainers predictable.**

a case study



About Penguin Strategies

In the history of HubSpot's partner program, no inbound marketing agency has achieved Diamond status faster than Penguin Strategies. **How'd they do it?** It's in the name, strategy. Yes, a lot of hard work and talent was involved, but their laser-like focus on a specific, consistent strategy drove a process for delivering strategy and predictable service packages that grew the agency faster than any other.

Based in Israel—with employees and offices all over the globe—Penguin Strategies has quickly established themselves as one of the premier marketing agencies for B2B tech brands. The agency was founded in 2012 by Perry Nalevka, Nili Molvin Zaharony and Mark Fisher, each of whom had held high-level positions in the software industry. After starting small with a core suite of services, the founding team rapidly evolved the offering to include SEO, design, social media, lead generation and several others.

Early in the agency's evolution, however, it became clear that written content would be central to their success, as it is for every inbound marketer and agency.

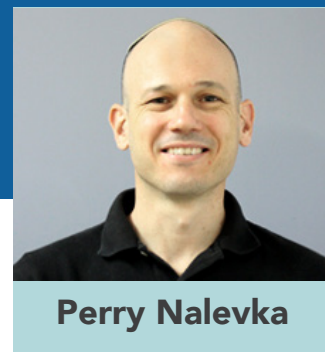
"Inbound marketing really can't succeed without great content," said Penguin Strategies CEO Perry Nalevka. "Surface-level fluff isn't going to generate results. So the challenge for us was consistently defining and delivering "great" for each of our clients without making every engagement an unscalable special case that created friction as we grew the agency. That's where the right strategy was essential."

If Penguin was going to succeed it needed to embrace lean campaign management, a decentralized, scalable service model that could be implemented with minimal training and a process for continuous improvement of content for each client.

Surface-level fluff isn't going to generate results.



Penguin partners with CMB to launch scalable strategy



Perry recognized that the CMB offered the potential for a lean, scalable, client-centric, repeatable process for continuously improving client outcomes with content. After getting trained on the CMB, Penguin started using it with new clients. The results are impressive.

"We would not have come up with the CMB ourselves... at least not for a long time. Running into Max Traylor at a partner event and hearing about the CMB was fortuitous. Having it accelerated the growth of our agency. We sold 6 CMB engagements in just three months. Once we became comfortable with it, we added modules that accentuated our expertise in social media and sales enablement. The CMB remains the foundation of all our engagements."

- Perry

How does the CMB framework improve the client relationship?

So how does Penguin Strategies use the CMB in its day-to-day business? The CMB is the foundation for every engagement. Penguin uses it to set expectations during the selling process and as a framework for service delivery after the sale is closed. This approach uses strategy to ensure alignment between the client's goals, what is sold, and the service delivered. It also minimizes "scope creep" because all parties agree on the specifics of what is being delivered. Out of scope requests are easy to spot and either defer because they distract from the goal, or upcharge because they were not part of the original engagement.

"A lot of people ask whether having a single strategic framework for marketing services means that every agency client gets the same services. Certainly not! Can the agency provide fresh, interesting and compelling results if the strategy framework is the same across clients? Absolutely! The framework dictates the "how" and allows us to scale, consistently employ best practices and more accurately interpret results. The "what" is always driven by the client's unique selling proposition, competitive circumstances and goals."

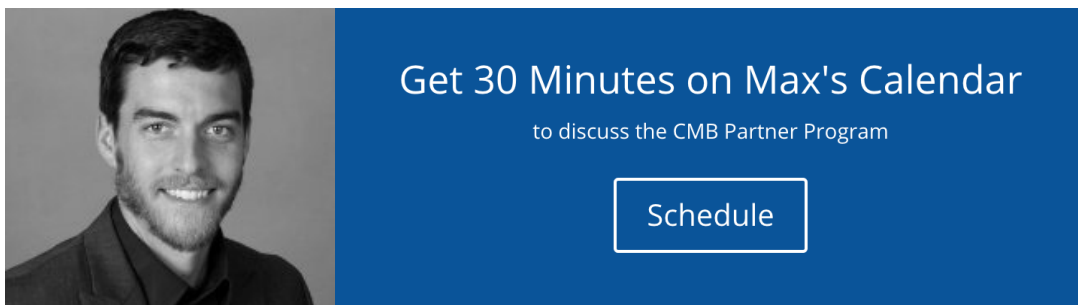
- Perry

Join the CMB Partner Program: You'll be in good company!

Penguin sees other agencies selling strategy as a line item for \$15K to \$20K and agrees that a CMB-based strategy is "worth it" because of all the value that it provides. However, Penguin takes a different approach. Selling a CMB-based strategy for \$5K - \$10K as part of the initial engagement allows them to accelerate the close. Penguin sees this as a wise move because the strategy-driven operational model enables long term engagements that are highly profitable. Concurrently, the decision framework created by a strategy-driven agency allows Penguin to scale its business quickly. Having the control to bring in new profitable business almost at-will is more valuable than getting every last dollar of value out of the sale of a stand-alone strategy.

Join Perry and other strategic marketing professionals in the CMB partner program.

Speak with Max about joining.



Get 30 Minutes on Max's Calendar

to discuss the CMB Partner Program

Schedule