

Level UP you digital agency

A study of digital marketing agencies in Greece by  Krataion Consulting

Areas to drive sustainable growth based on Krataion's approach and research

Account Management & Customer Experience

Make your customers happy

Agile Structure & Processes

Transform the way you work

Attracting & Retaining Talent

Be the employer of choice

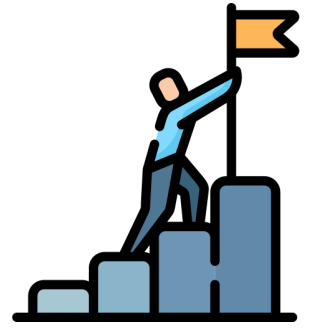
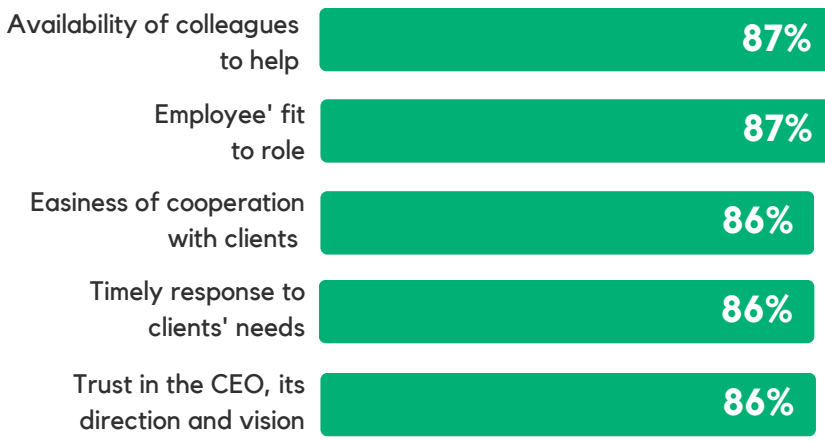
Key Insights

Strongest & weakest

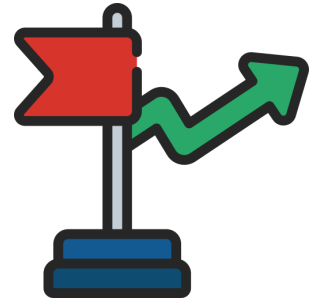
performing elements of digital agencies in Greece

The following % indicate the level of existence of each element based on agency employees

Strongest elements



Weakest elements



Employees can act as

Ambassadors or Detractors for the agency

The following numbers are customer and employee experience metrics* and express the likelihood of employees to recommend the agency to

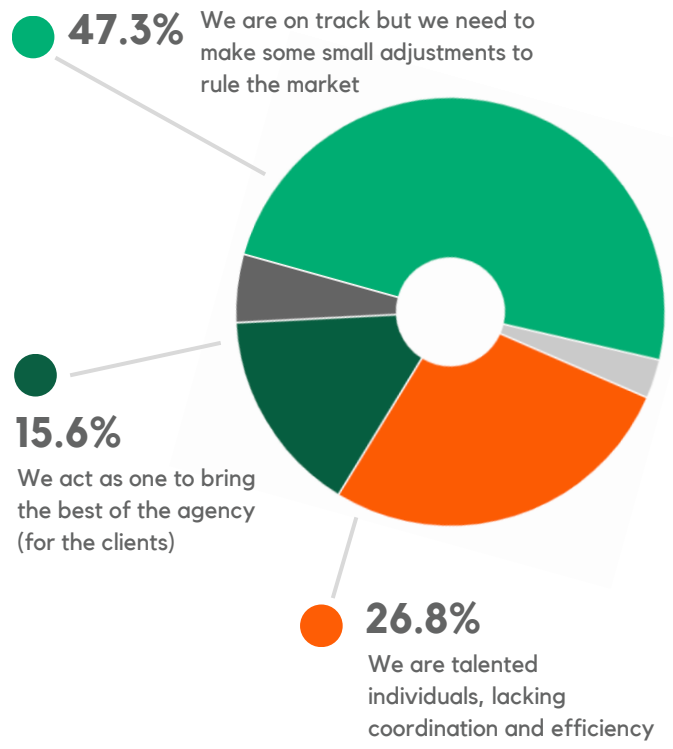
a friend/colleague who is looking for a great place to work



a business looking for marketing solutions



Employees' perception towards how the agency operates



*These two scores track the loyalty and trust the employees feel for their employer

Key Suggestions

Capitalize on the **trust towards the CEO** to transmit messages (vision, direction, behaviors) to your employees & **lead change with them**

Make sure you measure **systematically & proactively the customer satisfaction**

Focus on **employee experience & well being** to retain and grow talent in your business

Optimize the **internal communication channels** to transfer knowledge and increase employee engagement

It's about behaviours, supported by structures!
We help you thrive in one or more of the aforementioned areas of growth in order to level up in the digital age.