

CASE STUDY

Agency Management Institute



How Predictive ROI helped Drew McLellan, CEO of Agency Management Institute, generate more than \$250k in year-over-year revenue

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"The podcast has expanded my ability to serve my own customers and my community. It's been great for relationship building, and it's been equally as great for business building."

Drew McLellan, CEO, Agency Management Institute

In 2015, Drew McLellan hired Predictive ROI to help him launch the Build a Better Agency podcast.

His goal: Expand his authority and build authentic relationships with his audience.

The results:

Today, the Build a Better Agency podcast is downloaded in 150+ countries and generates more than \$250K in annual, trackable revenue.

The Challenge

How does an established thought leader continue to grow and scale his authority?

INTRODUCTION

Drew McLellan was no stranger to the marketing world when he first met Stephen Woessner in 2012.

With more than 30 years in the marketing and advertising world, he had been leading his own marketing agency since 1995, and in 2010, he became owner and CEO of Agency Management Institute (AMI), a consulting business that helps agencies become more stable, sustainable, and scalable.

As a trusted expert across the globe, Drew has been featured in leading publications like Forbes, Entrepreneur Magazine, AdAge, New York Times, Washington Post, AdAge, CNN, and BusinessWeek. He's even been named "one of 10 bloggers every entrepreneur should read" by the Wall Street Journal.

So it's no surprise that when Drew asked Stephen if they could schedule a quick call to discuss a possible speaking engagement, Stephen was quick to offer more than a long-distance phone call.

"I knew a little about Stephen already, but I was interested in learning more about his areas of expertise," says Drew.

"I figured we'd just schedule a phone call.
**Instead, Stephen said he'd drive 5
hours to meet me in person for
breakfast. "**

The Challenge

How does an established thought leader continue to grow and scale his authority?

It was a quick breakfast that quickly turned into an all-day event. And it was an all-day event that quickly became a lifelong friendship.

“As soon as we started talking,
we knew that we were each other's people.

**Today, Stephen's not just a trusted
business partner. He's also my best
friend,” says Drew.**

For the next three years, Drew and Stephen worked side-by-side as thinking partners for one another's businesses, developing ideas and strategies on everything from SEO and website optimizations to workshops and speaking events.

“Our relationship is a great example of what
happens when you set ego aside.

**We share the same values and the same
goals. We get into the trenches with
one another and really work to help
one another grow,” says Stephen.**

As they spent more time in the trenches together, Stephen and Erik decided to join one of AMI's peer groups, and this became the launching point for a new type of relationship between Predictive ROI and Drew McLellan.

The Solution

Creating a new piece of cornerstone content with exponential reach.

While Drew had already established his thought leadership through blogs, newsletters, and other publications, he wanted a deeper, more authentic way to connect with his right-fit clients.

So, after watching Stephen and Erik launch their first podcast in 2015, he hired Predictive ROI to help produce, launch, and promote his first podcast, Build a Better Agency.

“Drew just has this way of making you feel like he’s talking right to you. It just hits you right in the emotional heart, making you wonder, ‘How does he know me like that?’” says Stephen.

“So we knew that whether we were in the production room or writing social media posts and show notes, the big challenge was going to be matching the power of Drew’s personality to everything we created.”

They faced that challenge head-on, and their efforts paid off – big time.

Almost immediately, Drew’s podcast became a cornerstone content outlier – inviting him into his audience’s lives in ways his written content had never done.

“Every day, I’ll get emails saying, ‘I’ve been listening to your podcast for a couple of years, and I’m ready to hire you.’ It’s not designed as a sales tool, but it is a relationship building tool,” says Drew.

“When people listen to the podcast, they feel like they know me. And for that reason, the podcast has expanded our audience in ways that our other pieces of cornerstone content couldn’t do.”

Results

A podcast that is downloaded in 150+ countries and generates more than \$250K in annual revenue

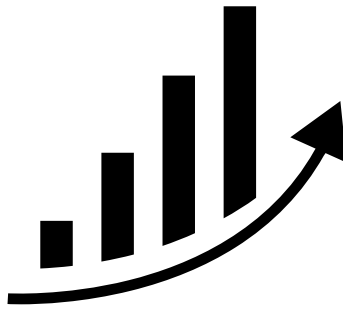
Downloaded in more than 150 countries, the podcast has become Drew's biggest driver of new clientele, bringing new prospects and new leads into AMI every single day and introducing Drew to leading subject-matter experts throughout the marketing and advertising industry.

"It's easy to say that the podcast probably generates a quarter of a million dollars of revenue for us every year, and that doesn't take into account the people we can't track," says Drew.

"The true financial impact is probably exponential."

It's an impact that Drew says he never could have made on his own.

"I couldn't have done any of it without Predictive ROI. Stephen and Erik walk the talk, and they're always willing to invest in your growth and success. They helped AMI carve out a thought leadership position that makes it very difficult for a competitor to catch up with us."



Do you want to increase your
thought leadership and
grow your audience?

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Turnkey Service can help.
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