



Handbook

The GO Network: Where ambition *meets opportunity*

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Welcome. who we are

Our mission is simple: to give agencies the visibility, credibility, and support they need to grow and build lasting brand partnerships.

We achieve this through a **combination** of market intelligence, profile-building, promotion, and the opportunity for high-quality, qualified introductions to brands.

Our role is to help you **stand out** in a crowded market, position your agency for success, and equip you with the insights, and strategic support to accelerate your growth. As a core component of this we play a leading role in connecting agencies with the right brands, making sure you are qualified, visible, and ready when the opportunity is presented.

Our network spans all marketing disciplines and client sectors, supporting agencies of all sizes. When it comes to agency search, we are trusted by many of the most recognisable brands, our approach blends data, expertise, and a commitment to fairness, ensuring there is **a genuine fit** to the requirement across capabilities, commercials and culture.

Since launch, we have built the market's most advanced agency growth platform – a platform powered by human insight from a hands-on team with decades of experience in marketing, procurement, and business development. This combination of technology and expertise has delivered over **1,000 brand-agency partnerships** and more than **£200 million** in new client revenue for our members to date.

Welcome to
The GO Network.
*Where ambition
meets opportunity*

The challenge facing agencies today

Consistent growth for an agency is becoming an increasingly difficult task. There are *recognised* challenges that need to be overcome:



Standing out is harder than ever

The market is saturated, with thousands of agencies vying for attention. Without visibility in the right circles, you risk being overlooked.



The pace of change is relentless

New channels, shifting budgets, and evolving brand priorities mean agencies must constantly adapt their positioning.



Many agencies aren't ready when opportunity knocks

Without clear positioning, relevant case studies, and a refined proposition, even a warm introduction can fall flat.



Brands follow trusted advice

When choosing an agency, most brands lean on recommendations from people they know and trust, not unsolicited approaches.



Spotting the right opportunities is a challenge in itself

Without inside knowledge or market intelligence, it's easy to miss the signs that a brand is looking, or to spend time chasing the wrong leads.



Credibility wins over cold outreach

Even the most capable agencies struggle to open doors without a credible advocate to vouch for them.

The reality?

Without the right resources, relevant insight, and heightened market reach, agencies are often invisible to relevant growth opportunities.

The GO Network exists to *change* that

Giving ambitious agencies a credible advocate, a trusted route to market, and the tools to be ready when it counts.

What we're *not.*



A faceless platform

The GO Network was built to harness the power of our market leading technology, complemented by the consultancy, knowledge and insight of our team and valued partners. Our model marries the efficiency of a central platform with the expertise of experienced professionals.



A short term 'fix'

We are not an outsourced sales function – we do not go to market exclusively on behalf of individual agencies. It is our firm belief that this is only adding to the white noise. Our model was set up to be a partnership with agencies who are looking for support in sustainable, longer-term growth.



An appointment setter

Within Search & Selection, our core currency is qualified relevance and need. We are not in the business of justifying false metrics. Our commercial model is incentivised by conversion.



A self serve directory for brands

The GO Network Platform empowers efficient agency search with profile and case study content. The search capability, developed in conjunction with leading in-house marketers, is unrivalled, but is used exclusively with our consultancy service, not as a search and selection tool in the public domain.



Only suitable for a certain profile of agency

Our two-tier membership model aims to make The GO Network accessible to all agencies reflective of the access and support they are looking for. The GO Network represents agencies across the full spectrum of headcount, turnover, heritage, disciplines and locations.

A smarter way to *enable* agency growth

The GO Network aims to represent the *most complete* agency growth model, giving access to benefits and services which are most relevant to the challenges agencies face for growth.



Everything under one roof

A holistic model that offers insights, thought leadership, events, consultancy and promotion alongside the opportunity for qualified brand introductions.



People who know the market

Our team has decades of experience in marketing, procurement, and business development. Alongside our ambassadors and partners, we have the reach and knowledge to drive agency growth.



Technology that works for you

Our proprietary GO Network Platform captures and presents your agency's profile, case studies, and expertise, enabling agency visibility to the relevant brand audience.



Attraction to brands – data led triggers

Our investment into data, enables the GO team to prioritise and engage Brands who are most likely to be looking to review or appoint new agency partners.



Attraction to brands – a valued proposition

By not representing any specific agency or service, we act as a trusted partner to Brands rather than selling into them. This agnostic stance is the driving force behind our conversion in uncovering live requirements.



Attraction to brands – agency coverage

Over **90%** of Brands that have used our service for a first time have gone on to use GO for other agency requirements. By representing the full spectrum of agency services, we represent unparalleled agency reach to a Brand.



A commercial model based on mutual success

Our commercial model is in two parts. The Membership fee covers the cost of service and access to the relevant benefits. Our profit is purposely weighted towards the secondary component – new business commission. This only applies when a GO introduction results in a signed engagement new client win.



“

The community's resources and intelligence *improve* how we approach new business with clearer thinking and stronger planning.

”



Charlie Bartle, CEO

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The Platform

Designed with a slick, *intuitive interface*, The Platform allows you to present your agency exactly how you want to be remembered. Whether you are a Community or Premium member, the platform is built to help you be seen in the moments that matter.

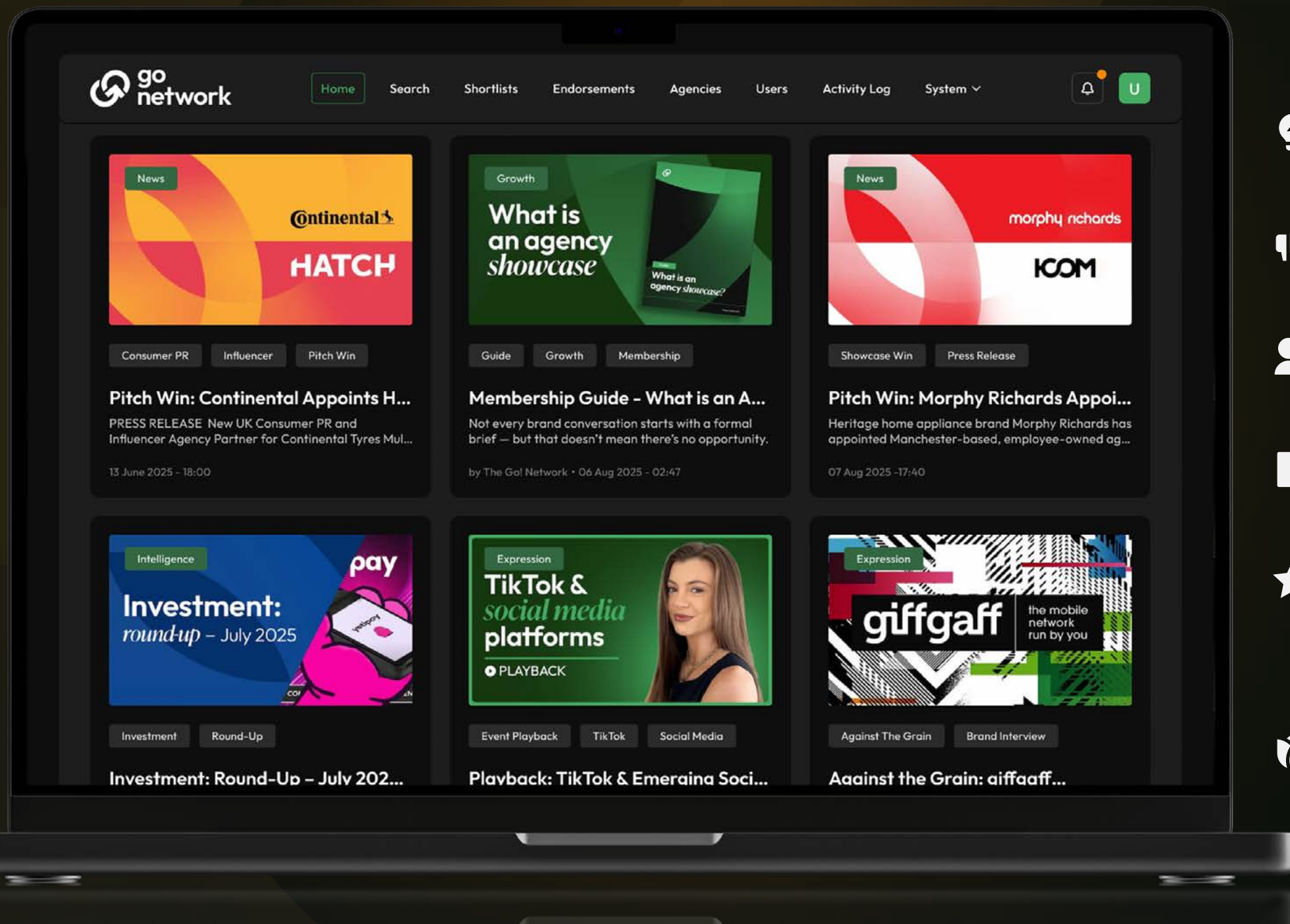
Key features include:

-  **Profile** – Introduce your agency, from services and sector expertise to team highlights and achievements.
-  **Case Studies** – Populate examples of your best work, with clear results and budgets, so brands can see your capability in action.
-  **News and Insights** – Share your wins, thought leadership, and market commentary to position yourself as an expert voice.
-  **Events** – Promote your own events, or highlight your participation in industry activities to build visibility and credibility.

Maintaining engagement and keeping your agency's information up to date on The Platform is *the only way* to ensure you are ideally placed every time we run a Search & Selection process.



At the *heart* of The Platform...



The Community Hub

Designed to be part of your daily routine, it keeps you informed, inspired, and connected.



Market Intelligence – Up-to-date reports, sector trends, and brand priorities so you can anticipate changes and position your agency effectively.



Expression & Promotion – Channels to share your expertise and showcase your work through content features, interviews, and speaking opportunities.



Events & Networking – Curated workshops, peer-to-peer sessions, and industry events that help you build meaningful relationships.



Practical Resources – Templates, frameworks, and playbooks to help you pitch better, refine your proposition, and win more of the right work.



Expert Advice – Insights & articles from a team that has delivered over £200m in new client revenue and run more than 1,000 successful pitches, shared through the Community Hub to help you strengthen your positioning and strategy.



Partner Offers – Exclusive access to discounted tools, software, and services that make running and growing your agency more cost-effective.



“

The GO Network makes agency pitching *seamless*.

Detailed briefs, clear deadlines, honest feedback and real opportunities.

”



Mitch Richards, Chief of Staff

Future Group

Search & Selection

Our intermediary service, where we use our position as a trusted partner, to search, qualify and endorse *relevant* agencies specific to a brands requirements.

Live Brief

A confirmed requirement across either Project or Retainer with defined budget and selection process.

- Fully qualified briefs with clear objectives, budgets, timelines, and qualification and decision criteria
- Ensure brands are fully bought into our process via Guiding Principles and committed to appointing
- A commitment to constructive feedback after each pitch to empower consistent learning and development.

Agency Showcases

A proactive introduction to a Brand, where the stakeholder has requested relevant agency endorsement to be shared.

- Presents an agency proactively based on profile, case studies, and fit for potential needs that have been qualified.
- Uses our trusted advocate status to position agencies credibly with decision-makers for potential direct dialogue
- Enables agencies to nurture potential future clients often outside of formal pitch.

How opportunities are prioritised.

Premium members are given first-tier consideration for all relevant qualified briefs. Community members are given second-tier consideration for relevant briefs and may also be included in strategic agency showcases where their skills and case studies are a match to the client requirements and objectives.

Our commitment to fair & transparent pitching.

The GO Network is proud to adhere to the IPA Positive Pitch Pledge and plays an active role in championing best practice in this area through it's Guiding Principles for Brands.



“

Membership of the
GO Network has provided
significant opportunity for us to
differentiate ourselves in the
market and brought access to
briefs we otherwise wouldn't
have known about or been
involved in.



Jim Rothnie, Chief Growth Officer

**McCANN
WORLDGROUP**

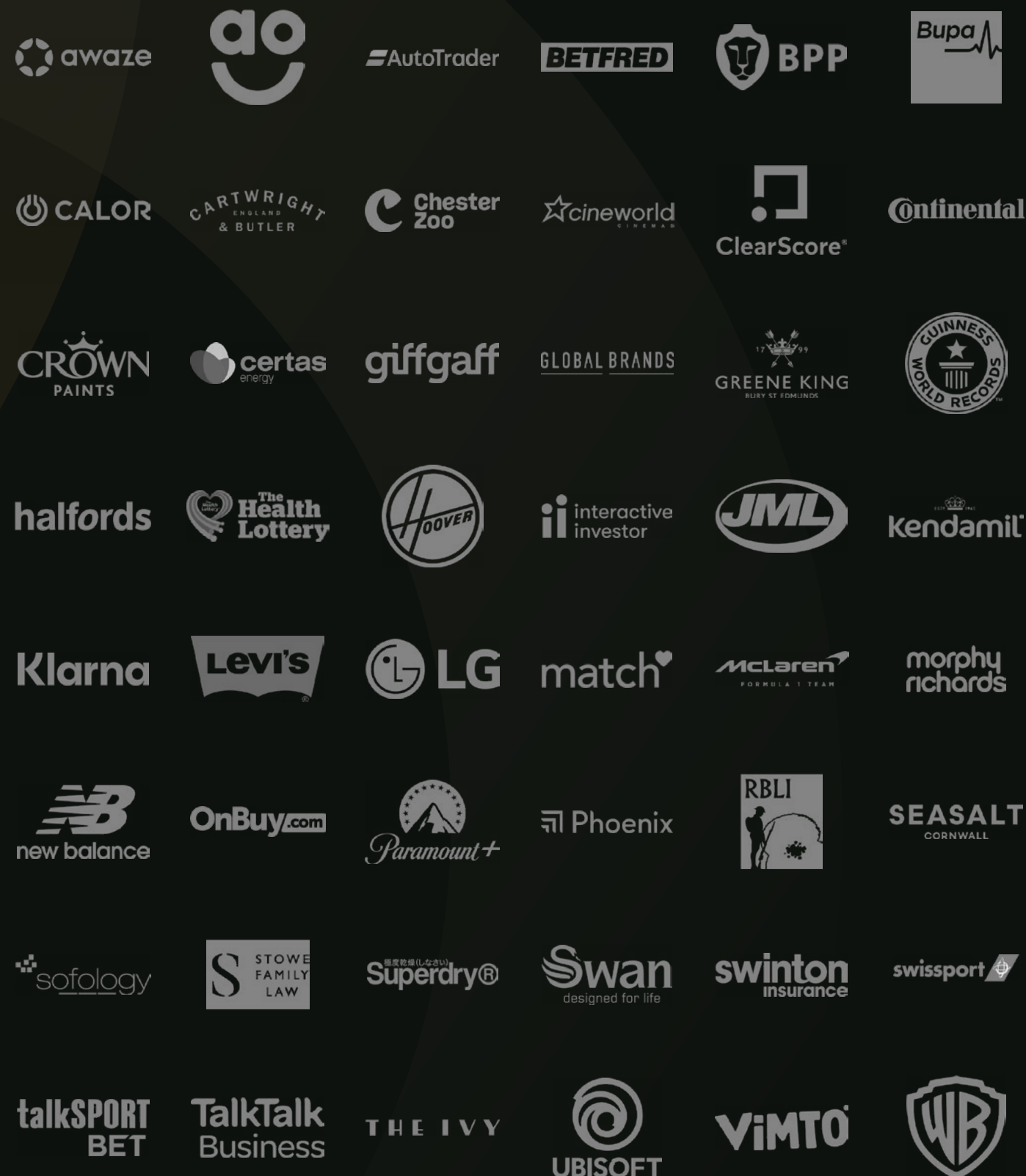
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Who we work with

As a Network Member, you are gaining access to the benefit of our unrivaled reach, engagement and conversion with brands, and the senior marketers that drive them.

Our *ever-growing* brand network spans ambitious brands of every size and sector, from fast-growth disruptors to established household names – in the UK and internationally.

These are decision-makers, actively investing in marketing, who engage with GO Network as a trusted partner, *opening the door* to conversations and opportunities for agencies.



Membership at a *glance*

Our Membership model is split into two tiers – **Community & Premium.**

This allows agencies to choose the partnership level best suited to their current status, budget, ambitions and requirements.

Community Membership benefits

- ★ Access to the Community Hub
- ★ A customised profile on The GO! Network Platform to showcase your expertise and achievements for showcase consideration
- ★ The ability to have 6 case studies live at any time
- ★ Opportunities to feature in content, interviews, and events
- ★ Invitations to networking sessions, workshops, and industry gatherings
- ★ Templates, guides, and resources to strengthen your positioning and performance

Premium Membership benefits

All Community level benefits **plus....**

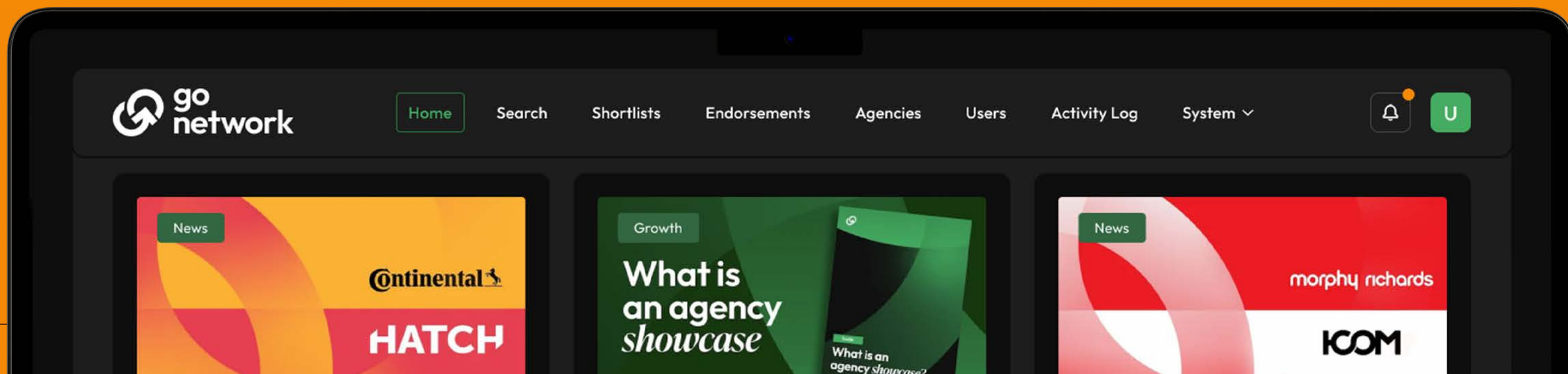
- ★ Priority consideration for Live Briefs that match the skills, case studies and experience of the agency
- ★ Unlimited case studies live at any time for enhanced search visibility
- ★ Enhanced profile visibility
- ★ Priority invitations for speaking opportunities and thought leadership contribution
- ★ Access to deeper market insights and premium-only content

Next steps...

Join online – If you believe Community Membership is right for you, agencies can [click here](#) to join the GO Network

Book a call – Still keen to get more details or discuss Premium Membership?

Either [click here](#)
or email: hello@thegonetwork.com
and one of our team will be in touch.





Let's talk:

hello@thegonetwork.com



thegonetwork.com