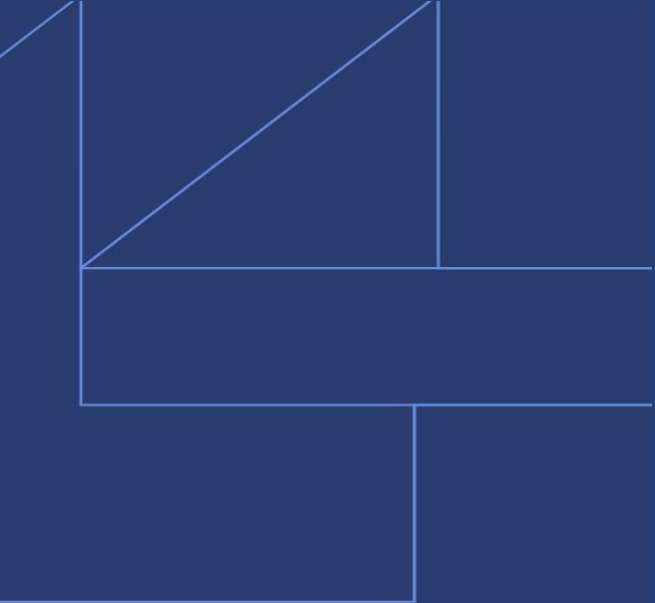


CallRail

Checklist

15 marketing
agency directories
that will generate
leads for you






By listing in the following 15 marketing agency directories, your agency can increase its visibility, grow its reputation, and attract an ongoing stream of new leads.

Tips to optimize your profile

Follow these rules to grab your prospects' attention:

1. Use keywords that are relevant to specific services or industries you serve.
 2. Make sure information about location, size, and more is up to date.
 3. Fill out as much information as possible for each directory.
- 



Technology partner directories

■ 1. CallRail Agency Partner Program >

Increase your agency's visibility and accelerate growth. Match with leads looking for specific services, contribute guest posts, and join in co-marketing campaigns.

■ 2. Marketo >

Only available to Marketo partners, LaunchPoint links to reviews from G2 to supplement its own in-depth agency profiles, contact form functionality, and excellent search features.

■ 3. HubSpot >

HubSpot's directory is only available to tiered partners. Through sustained marketing success, you can elevate your visibility and exposure to excellent qualified leads.

■ 4. Google Partners >

The Google Partners directory is entirely free — all agencies need to do is earn a Google Partner certification.

■ 5. Mailchimp >

Available to active agency users, the Mailchimp directory offers particularly granular search filters when it comes to specifying the services that clients are looking for.

■ 6. Facebook Agency Directory >

Agencies must first complete Facebook Blueprint training before they can be listed in the directory. Note: It's currently unavailable in the United States.

■ 7. Shopify Experts Directory >

Only available to active Shopify Partners. Beyond simply listing agencies, the platform also facilitates agency proposals and bids.



Work showcase & award directories

■ 8. AdForum >

AdForum's global agency directory allows users to search by location or filter through categories, services, and other criteria.

■ 9. Awwwards >

While this directory requires a paid plan to create a profile and list your agency, it offers a sleek user interface and excellent search filters.

■ 10. MarCom Awards >

Winners of the MarCom Awards (of which there are 324) earn a spot in the annual Winners directory.



Third-party directories & review sites

■ 11. Pudding >

Pudding's directory uses an algorithm to determine how and where agencies appear in search results. A free option is available and the platform even offers a brokerage service for clients seeking an agency.

■ 12. Agency Spotter >

Free listing options are available but paid plans provide more robust lead generation options (such as by promoting listings in search results).

■ 13. G2 >

G2 offers both free and paid directory listings for agencies featuring reviews validated by LinkedIn. The paid version allows agencies to manage leads directly through the platform.

■ 14. UpCity >

UpCity connects businesses with local agencies in select markets and metropolitan areas. Free listing options are available.

■ 15. Credo >

Credo is fairly selective — there's currently a waitlist for certain types of paid listings. However, the company also offers its members sales coaching and other services to aid their lead generation efforts.

CallRail

Become a CallRail Agency Partner

Reap the rewards of offering the industry-leading call tracking solution to your clients. You'll receive a 20% lifetime revenue share, free listing in our Agency Partner Directory, and other exclusive benefits.

[Learn More](#)

