

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The purpose of this study was to identify the important factors of the relationship between the client's brand and digital agency as well as the general role of an account executive. By examining the working processes, account executives' tasks and roles, skills needed for the roles, and flow of work, this paper has offered an understanding of how the account executives act as a bridge between the clients and the agency.

The results showed that an account executive is expected to carry out various tasks that require careful planning, communications, and coordination. They are not limited to accomplishing routine tasks but require the understanding of the choice that impacts the brand and its advertising agency. The researcher noticed that the account executives of Limestones Digital Media must possess good interpersonal and analytical skills to forge excellent working relationships with clients and achieve the goals of their projects.

Additionally, the duties of an account executive from the time a client briefs the agency to the time the agency delivers the project are designed to keep clients engaged throughout the entire process. The above workflow is important in achievement of client relations where expectations and customer satisfaction are met resulting to good business relations.

In conclusion, the account executive plays a central role in relationship management between a client's brand and a digital agency. The skills and processes that were noted in this study are relevant for any person who aspires to excel in this position.

B. Suggestion

The researcher has made the following recommendations for all the participants of this observation with a view to improving the quality of this scientific paper and the development of STBA JIA, account executives, digital media agencies, and future research. These recommendations are as follows:

1. For STBA JIA, it is suggested that STBA JIA offer more provision of facilities as well as the Industry connection to the students so that the students may get wider access to do the Industry. Also, it is recommended to make changes and modify the course content, especially in relation to working environments.
2. For aspiring account executives, it is suggested that the principles of communication, negotiations and planning to be paid lots of attention as they will be working with numerous clients and handling several projects at most times. Account executives should be able to embrace new trends in the industry besides keeping abreast with the clients' expectations based

on current trends hence train the account executives to embrace new trends when it comes to their work.

3. For digital media agencies, it is advisable for invest in ongoing training for account executives, particularly in areas like client relationship management and strategic thinking. It will help in enhancing the capability and confidence of the team to address the challenges effectively. Moreover, the enhancement of defined and effective processes will be beneficial to the account executives particularly on how to handle their tasks so that the relations with the clients are kept good and healthy at all times.
4. For future research, to further develop this area of research, the current researcher recommends that future studies involve the use of longitudinal research design in order to investigate the impact of account executive strategies on clients' satisfaction and brands' success in the long-run. These kinds of studies would contribute in developing a wealth of knowledge on the best operating models within the industry. Also, a comparison of the positions and performance of account executives in different kinds of agencies may provide information on the effects of agency size and structure on account management.