

7 Questions to Ask a Potential Digital Marketing Agency

Expectations

No digital agency can predict the future, but they should be able to estimate expected results and describe their reporting processes. Digital marketing magic doesn't happen overnight. Quality results require patience, and your agency and you should agree to a reasonable timeline, but remember that all business needs and goals are different.

Ask: How do you see my site improving in the next 3 months? 6 months? 2 years?

Ethics

You need an agency who practices ethical behavior towards its clients and its operation as a whole. This can be especially important if you ever have to end your partnership. An agency that requires you to relinquish ownership of your accounts and hides your data from you should raise red flags.

Ask: Will I retain control of my marketing materials, data and accounts at the end of the partnership?

Goals

Does the agency have measurable goals that offer you tangible results on a timeline, accompanied by a clear plan specific to your business? A reputable agency should always start out using analytics to establish a baseline of your current traffic and then create an appropriate plan for your company and website.

Ask: What specific, measurable goals do you envision for my site?

Expertise

An agency with certified employees can better help you achieve your goals. Look for an agency that has both agency-wide certifications and employees with individual certifications. The most reputable and valued certifying organization is Google, which provides analytics and paid search certifications.

Ask: Do the employees at your agency have qualifications or certifications?

Reputation

Research what others are saying about a potential agency partner through reviews, testimonials and case studies. Avoid fly-by-night operations by ensuring that the company has a good track record with strong references and minimal complaints through websites like Clutch.

Ask: Do you have case studies, references or accreditations that speak to the quality of your work?

Service and Communication

Quality digital agencies provide a dedicated account manager who acts as a direct contact and promptly answers calls and emails. Larger agencies can stretch account managers thin, potentially allowing poor communication and bad service. Typically, having fewer accounts means more time to manage yours.

Ask: Who will be my direct contact? How often can I expect updates?

Visibility and Rankings

A digital agency should rank for its own keywords. Search to see if the firm ranks for digital marketing terms in its service areas. Remember, competition to make the first page of results is fierce, and small agencies can't always beat large firms. That doesn't make them a bad choice, so get the full picture before deciding.

Ask: What keywords are most important for your own site? How do you rank for them?

Choosing a digital marketing agency partner is daunting. Use these 7 questions to make the process easier. Remember that choosing a digital marketing agency isn't all about the agency. It's also about your needs and your business objectives. Asking the right questions is the first step towards hiring wisely and achieving your goals.