
6 QUESTIONS TO ASK WHEN
**HIRING A DIGITAL
MARKETING AGENCY**

TOTALLY INFUSED

DIGITAL MARKETING

#1

Ask For A List Of Clients That Have Been With Them For Over 1 Year

Ideally, they have many clients that have stayed long-term.

Most marketing agencies only keep clients for 3-6 months.

If an agency has a solid list of clients who have stayed longer than 12 months, they probably know what they are doing.

#2

Ask To See A Sample Report They Have Provided To A Client

First, if they give some excuse about NDAs... Tell them to blur all of the numbers, you just want to see the layout.

If they still say no, move on.

Once you get the report, take a look at the metrics they are reporting. Are they just talking about impressions?

Cost per click?

Ideally, their report includes Costs Per Lead and ROI (ie. the bottom line impact to the business).

Lastly, is it aesthetically pleasing?

If not, they may not be as detail oriented as you may want.

#3

Ask For A Free Month

THIS IS A TRICK QUESTION!

If they say yes, run! It probably means they're desperate.

Good marketing agencies have a waiting list of customers.

Do you really want to hire a marketing company that's struggling to attract business?

What does that say about their ability to, you know, market?

#4

Ask How Long Will It Take To Begin To See Results (Good or Bad)

Ideally, this answer is less than 30 days.

The truth is that digital marketing should create measurable results in the very first month.

If an agency isn't willing to guarantee that, it's probably because they aren't confident in their ability to deliver results and they need the extra months for trial and error.

If they say something crazy like 6 months, it's to convince you to commit to a longer contract.

Many agencies do have contract minimums, but that should be to provide the agency with consistent cash flow.

#5

Ask To See a Success Story from the Last 60 Days

Also ask if it is okay to contact the client. If so, do so.

If they don't have a recent success story, move on.

The digital marketing industry changes so frequently. A success from 1 year ago might as well have been from 2000.

#6

Ask To Meet In Person

Even mention possibly paying for the travel.

If the agency doesn't want you to come to their office or they don't want to come visit yours or even go to the same conference as you... It's probably not a good fit.

Life is too short to work with people we don't want to meet in person (and grab a meal with).



YOUR DIGITAL MARKETING TEAM. WE'RE ALL IN.

We're a small, but mighty Digital Marketing team.

All in. It's not just in our name... It's who we are. We infuse our team into yours to fill any Digital Marketing gaps you might be struggling with.

We understand digital marketing from several cool vantage points including software, content, client services, deployment and metrics (so you understand where your money is going for once).

We'll open the curtains for you so you can make the best decision possible for your company.

We look forward to working with you!

Molly Richardson, Founder