7 Things to Look Out For When Choosing a Marketing Company
7 Things to Look Out For When Choosing a Marketing Company

**VERIFY QUALITY**

The value of hiring a full-service marketing company is undeniable. Studies have shown that you can expect to see first-year revenue growth as high as 30% when you enlist the help of one of these companies, but you have to go with the best one to get these results. Unfortunately, that's not as easy as it seems. You have to consider not only the type but the quality of the firm you're choosing.

They claim to have the best techniques available, but do they? Despite their claims that they can get you to the first page of Google, are they sitting there themselves? Are they able to respond to their leads quickly? You want someone who is going to put you ahead of everyone else in your industry, and honestly, most of the marketing companies today look and sound alike. So, how do you choose the right one to help you reach your company's goals? How do you get that company that is knowledgeable, experienced, and capable? These tips can help.
UNDERSTAND THE AGENCY’S NICHE

If you shop around, you're going to see many kinds of names – consultants, ad agencies, full-service marketing companies, and more. What's right for you? First, understand each term. Consultants are usually individuals. Ad agencies are specialized groups, but they often focus on a particular industry or business size. Unless you're ready to drop tens of thousands of dollars, national agencies will usually tell you to go somewhere else. Localized agencies are more willing to take those who have less to spend. Full-service marketing companies look at the bigger picture outside of traditional marketing.

The problem here comes because, while you may prefer one business model over another, you may not be sure how to get results. For example, you may want to work with an individual thanks to the one-on-one service you get, but not every individual is specialized enough to handle your marketing across the board. The same is true for ad agencies; they may only be able to focus on branding and creativity instead of producing real results.
CHOOSE RESULTS OVER FLUFF

Many marketers love to get creative just for the sake of getting creative. Unfortunately, your budget might not support that level of creativity. Make sure you work with a team whose talent is more than just creativity - the bottom line results they can show you from previous campaigns are all that matter. You want results in more than gorgeous ad covers that could be hanging in an art museum.

ASSESS THEIR CAPABILITIES

Assess the agency's capabilities. Be as clear as possible about what kind of capabilities you need from the agency. Marketers use a myriad of different channels for marketing, and it's important to choose an agency that can deliver. Make sure that the agency has adequate experience in whatever you need, such as SEO, web analytics, print marketing, social media, web design, or others. A great agency will have case studies demonstrating success in any given channel.
MAKE SURE THEY KEEP YOU UP TO SPEED

There has to be a good way for your marketing company to talk to you routinely. Some don’t have systems for this. From systems like Basecamp to Zoho to a simple weekly phone call, you need transparency and communication. Remember, you’re the boss here, so you have to be able to see what’s going on with some level of regularity. You’re going to know whether you have the right team from the very start. They should have a reliable process in place to help learn more about your company, like demographic analysis, competitive review, and a more in-depth evaluation of where you’re at now.

If you feel like you’re the only one at the table with concrete ideas, it may be time to find another company. Marketing is very much a collaborative process, but your chosen company should be able to guide you toward the right program. If the onboarding process was robust, you shouldn’t have to talk to the marketing company daily.
DETERMINE YOUR BUDGET

Most bigger marketing companies will require a contract of a certain size before they'll choose to work with you. Smaller companies or individuals sometimes work on a project-to-project basis, such as helping you launch a website or a PPC campaign. Know what you're looking for before you start.

The adage that you get what you pay for certainly applies, but the reality is that those marketing companies that want to charge $20,000 in monthly fees, might not be worth your time and effort if you see less than $100,000,000 in annual revenue. Find out exactly what the prices look like from the start, what might make them go up, and what real value you might get from their company before you start signing contracts.
PRIORITIZE SOLID ROI

Not every marketing strategy will give your company a substantial ROI. If you do not see a return from efforts in a particular area, it may be time to look elsewhere. Take AdWords, for instance - it can help drive sales, but it may not be sufficient for your business. You have a marketing budget, and they should be able to stick to it, not stick you with additional fees.

Your marketing company should be working to put you at the forefront of things - competition can be fierce, which is the reason you've hired a marketing company in the first place.

If you’re ready to grow, take the time to find that perfect company. Finding that ideal marketing company can certainly be tough, but if you make the right choice, you’re going to see real increases in revenue almost immediately.
MaxAudience is a strategic brand and marketing consultancy with online lead generation and conversion at its core. We assist medium and large-scale businesses with precise, high ROI marketing campaigns that deliver tangible results.

**We support, implement, design, and manage many different platforms for our clients** - including Marketing Automation Software from all the major vendors. We can do everything for you, include landing pages, automation tracks, content creation, and more.

Many Marketing Automation vendors merely give you access to the system - but where do you go from there? We help our clients win in their marketplace. Our innovative approach drives profit, building medium businesses into brands using a blend of database/inbound search marketing, unique creativity, and analytics.

At MaxAudience, you'll see results in just months - increasing your business is the name of the game and we do it well. Our team members have contributed to legendary campaigns - such as the launch of the GM Mastercard (known as the most successful credit card launch of all time).

Our team has generated hundreds of thousands of direct inquiry leads over the last few years alone.
Locations
San Diego  Carlsbad  Los Angeles  San Francisco
Dallas  New York  Chicago

www.MaxAudience.com
844-567-2810