



8 THINGS YOUR DIGITAL MARKETING AGENCY SHOULD BE DOING FOR YOU

You've chosen a digital marketing agency, someone you trust and understands your business' unique needs and goals. Or, at least that is what we all hope is true. So how can you really know?

Check out the eight questions below. If your answer is "yes" to most of these questions, you've got a great partner. But if you're saying "no" to a lot of them, it might be time to take another look at things.

#1 ARE THEIR LEADS REALLY LEADS?

Does your digital marketing agency distinguish the difference between getting you a call and getting you a real, actionable lead? Most companies will tell you they're getting you a lead, when they're really just getting you a click, a form submission, or a phone call. But, we all know what you are really looking for is calls from qualified customers.

#2 DO THEY TELL YOU WHERE YOUR MONEY'S GOING?

What are you really paying for? How much of your money is going towards ads, and how much is going to fees? Your agency should use your budget wisely and show you where your money is going. There should be a clear understanding of where the money is going.

#3 ARE YOU FREE TO WALK AWAY?

Or is your digital marketing agency trapping you in a long-term contract? Your agency should let their performance speak for itself, not forcing you into staying in a partnership you don't want anymore.

#4 DO THEY SPEAK YOUR LANGUAGE?

Your digital marketing agency should be a partner who speaks your language. Since many agencies don't specialize in local services (your industry), they may force you into a one-size-fits-all marketing solution that doesn't actually work for your specific situation and needs.



#5 IS IT EASY TO GET IN TOUCH WITH SOMEONE?

Or do you have trouble getting in touch with someone who can help you? A lot is at stake and you need a main point-of-contact who is readily available when you need them. They should be knowledgeable and there for you every step of the way, guiding you through all the aspects of your new digital marketing strategy.

#6 DO THEY PROVIDE STRAIGHT-FORWARD REPORTING?

Slick reports look great for demo's and presentations. But at the end of the day, you want to know what you've gotten from your marketing efforts. Your agency should deliver key metrics such as: (1) Cost-Per Lead; (2) Booking Percentage; (3) New Customers Gained; among others.

#7 DO THEY MANAGE YOUR PPC ACCOUNT DAILY?

Or is their strategy more set-it-and-forget-it? If your digital marketing agency doesn't specialize in PPC or local services, they may not have the passion or man power to pour into your campaigns each day. Your agency should understand the seasonal nature of your industry and should never want to be caught by surprise.

#8 ARE THEY PROACTIVE, RATHER THAN REACTIVE?

You may have felt like your digital marketing agency only reacts once you "rattle the cage." Whether it's making proactive adjustments to your account for an upcoming seasonal change, or implementing emerging new strategies, your agency should be the only one worrying about lead generation, so can you focus on managing your business.

OK, it's time to add up all your "yes" answers. So, how did they score?

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