

# 10 Things to Look for When Hiring an Agency

## 1. Agency Specialization

is the internal specialization there? Do they have experienced persons in each of the major specialties, e.g. PPC, SEO, Content, CRO, Website Development? Do they use off-shore cheap labor or are they truly in-house experts?

## 2. Agency Experience

How many years of experience do they have? Do they have industry knowledge in my field? Can they showcase studies of current or former clients of similar work and scope?

## 3. Account Management Setup

Who will be responsible for dealing with my account? What is their background? How does communication work between myself and the account manager? How much input will I have?

## 4. Client-Agency Relationship

How is the communication setup for me to understand what's going on?

## 5. Key Performance Indicators

Are they asking me what KPIs are important to my business? Do they have a process to measure those expectations month to month or quarter to quarter? How will they prove the success of the marketing campaigns they're recommending?

## 6. Personalized marketing strategy

Do they provide a unique, tailored strategy to my business, or is it cookie-cutter - i.e. it could work for any company?

## 7. Business reputation

What do their online reviews say about them? Do their testimonials seem legitimate?

## 8. Internal marketing process

What is their internal process of working with different departments to meet my marketing goals? Do they have a unique approach to their work - i.e. do they exemplify the things they mention on their website? For example, if they talk about company-wide audits, do they practice what they preach?

## 9. Incentives alignment

When I talk to their sales reps, are they trying to align my goals with theirs? Do I feel like their business model can work with mine - i.e. if I succeed, they succeed?

## 10. Fee Structure

what is their fee structure like and does that work? What are the contract restrictions I have - i.e. Do I own created assets? How long are the contract lengths?