

How to Choose a Digital Marketing Agency in 2023



01

Know Your Objectives

Before approaching any agency you need to be clear on what exactly you want to get out of your campaigns.

More traffic to your website, improving conversion rates, and increasing sales revenue are all great objectives but how does this translate into measurable results. Results that your business or brand will need to know, so you that you understand when your agency is performing and delivering results.



02

Identify Your Personas

Who is your perfect customer? Knowing this will help your agency build audiences, support copy and creative that will be used across your Facebook, Instagram and LinkedIn ads.

Targeting your personas will further require addressing pain points in your Google Ads campaigns and written SEO content – all in a unique tone of voice befit to the persona you are targeting.

03

What Are Their Expertise

Some agencies are brilliant at Adwords or deliver amazing results for Facebook – staying on top of the constant changes that each platform implements regularly. Others have evolved specialising in SEO or long-term content strategies. In today's business world, ideally you want to deal with one agency for strategy and execution across all of these platforms, with experience in your industry.

04

Do They Specialise

No doubt having an agency that specialises in one industry, whether that be dentists or ecommerce companies, has its advantages. They understand the target audience/persona, and will have historical data to launch campaigns sooner. However, if the agency has experience across many verticals, it means you can draw from a larger pool of best practices. These will likely include those parallel to yours, where more unique ideas are being trialled and tested.



05

If You Need SEO

Trying to get to page one of Google or Bing requires planning, tools and time. Where does that agency appear when you type in search terms such as Digital Marketing Agency?

If they're not in the top 5 or 6 it's unlikely they will be able to deliver for you across any platform. SEO is such a powerful element to any company's customer pipeline, that if executed with the correct 6 month plan you can boost site traffic by up to 300%.



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Do They Break Down Cost Allocation

Ensure that you have access to all business accounts - Facebook, Google etc. so that you can ensure your spend is going to the right place - campaigns.

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WIP Meetings

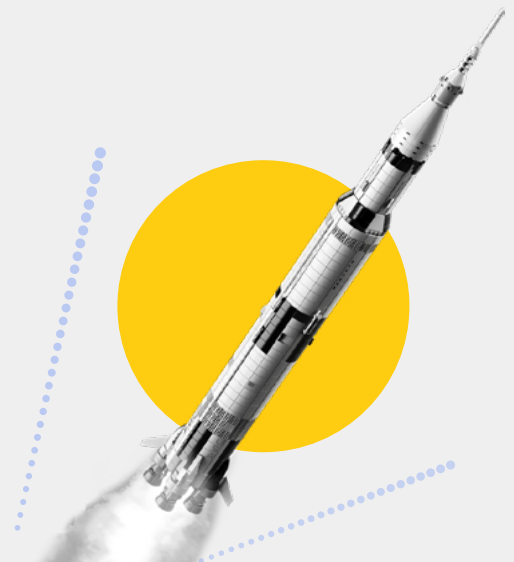
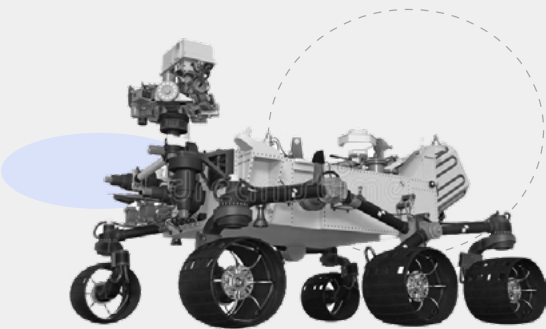
How often, how long and with whom? Ideally your WIPs should be with your agency sales contact and account manager. The sales person will be the initial point of contact, while the account manager will handle your day-to-day operations. People by people - not products.

06

Digital Is Measurable

Make sure to ask for some examples of the agency's monthly reporting.

Do you have access to a live dashboard? Are they able to record their insights on your data? If they are able to do both of these, you can actively see how your investment and budget are being spent, and what sort of returns they are delivering. Plus you'll be able to grasp the evolution of your campaign as it feeds customers through your sales funnel.

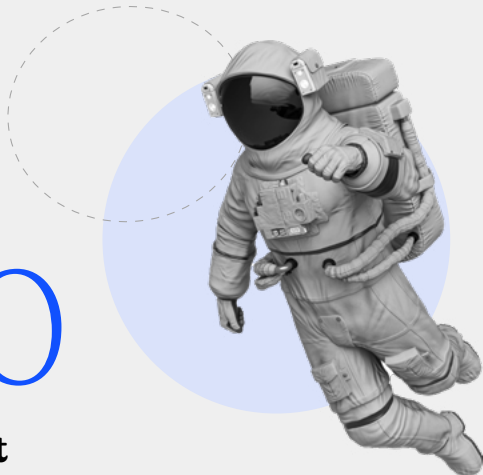


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Clarify Expectations

Do you expect to speak daily during the set up and start of your campaign, then weekly, then fortnightly once the campaign is running? Will you have a marketing manager on your side running activities internally?

Are they empowered to make decisions on the spot, so the agency can quickly respond to campaign result changes? It is important that internal contacts understand the reasoning behind what is implemented.



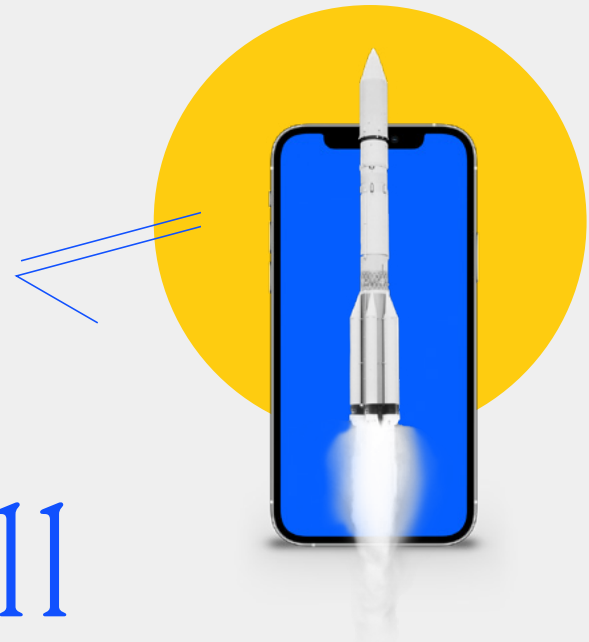
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Cost

The agency you choose will become your outsourced team, and ideally will be less than the cost of hiring someone in-house.

The old adage, you get what you pay for, never rings truer than in a service industry with a low barrier to entry. Every brother-in-law or cousin claims to be a social media guru.

Experienced campaign managers that understand your business and the customer journey, should be able to deliver a 3 x ROI at an absolute minimum. These results take time, and this experience comes at a price. Be prepared to be patient and remember marketing is an investment - not a cost.



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Time

You should be prepared to commit to at least 6 months with your agency, ideally 12 months; A month to get set up according to best practice, 2-3 months in market for campaign learning and testing, and month 3 onwards to hone significant improvements in your results revenues and profits.

Bonus

Once you have shortlisted your agency, they will start to ask you questions such as; What's the Life-Time Value (LTV) of a customer? What can you afford to pay for a lead, an appointment or a sale (CPL, CPS, CPA)?

These numbers will greatly impact your budgets and campaign results. So it is vital that you agree KPI's up front based on these numbers.

This checklist has been written by drawing upon:

1. 9 years of experience
2. 5000+ Branded campaigns across social media, marketing automation, Google Adwords and digital strategies.

Enquire Today

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