



WORKING WITH AN AGENCY

A Guide By WebFX

888.601.5359

www.webfx.com

So, you want to work with a digital marketing agency — how do you pick the right one?

First off, congratulations on deciding to partner with a digital marketing agency! Full-service agencies like WebFX offer unparalleled expertise in everything from search engine optimization (SEO) to web design.

By choosing to work with a digital marketing agency, you open up your business to a whole new world of opportunities. You have the chance to reach new leads, strengthen relationships with current customers, and shape your business's marketing plan into a well-rounded strategy that continually drives positive results (and revenue) for your brand.

Take a look at some of the benefits of working with a full-service agency you just can't beat, and how you can choose the right agency for your business, headache-free.

Benefits of working with a full-service marketing agency

The biggest benefit of working with a marketing agency is the outside, expert perspectives you'll gain. While no one knows your business like you do, having a marketing expert on your side who can look at your brand with technical expertise in things like SEO and design can make a world of a difference when it comes to building a successful marketing plan.

From better SEO to showstopping web design, the services ad agencies offer your business come with countless benefits. Here are just a few of the service-based benefits your company could enjoy when you have an expert digital marketing agency by your side:

SEO: A better SEO strategy can increase your website's visibility in search engine results, driving high-quality, conversion-ready traffic to your site.

Pay-per-click (PPC): PPC advertising with a digital marketing agency can help you reach ideal customers and gain more brand recognition by targeting your preferred audience with paid ads in high-visibility spots.

Web design: Did you know 94% of first impressions are based on your website's design? With design help from a marketing agency, you can wow customers with a beautifully designed website that's functional and easy to use.

Social media: Social media is a powerful tool, and with the help of a marketing agency, you can use it to reach new audiences and nurture relationships with customers.

Email marketing: What better way to nurture leads than to pop up in their inbox? Ad agencies can help you create a solid email marketing strategy that converts leads through coordinated email blasts.

Customer relationship management (CRM): With proper CRM software, you can keep track of all your high-priority leads and maintain relationships with customers.

How do you identify a “good” agency?

Sure, you could Google “marketing agencies near me,” but then you’ll be met with a long list of agencies all saying they’re the best choice. How do you identify good agencies, or choose the right agency for you?

Below are some of the best indicators of good marketing agencies, along with tips on how to choose the best agency for your business.

Experience

Just like when you’re vetting candidates for an open position at your company, you want to look at an agency’s experience. What projects have they previously completed that were a success? How do those projects relate to your business’s needs?

Not only does examining an agency’s experience give you an idea of their marketing capabilities, but it gives you an idea of how they can help you. If you’re looking for help with SEO, but it looks like the agency has more experience or specializes in social media marketing, they might not be a good fit for you.

Testimonials

Word of mouth is arguably one of the most powerful forms of marketing. A whopping 92% of consumers trust recommendations and testimonials over a company's branded messaging. An agency's client testimonials are an unfiltered look at the agency's work, representatives, and overall reliability.

Quite simply, the words of your peers are a great way to help form an opinion about whether an agency is going to be a good fit for your business and its marketing needs.

Success indicators

Any agency can say they've brought success to their clients, but how is that success measured in the first place? When identifying good marketing agencies, one of the best ways you can evaluate them is by looking at how they measure their success.

The best digital marketing agencies look at multiple key performance indicators (KPIs) when measuring the success of their clients. Common examples of KPIs include:

Website traffic

Leads

Conversions

Revenue

The KPIs an agency uses to monitor client success should align with your business and its goals.

What you need to know before hiring an agency

Speaking of goals, one of the best things you can do before hiring a digital marketing agency is to know what you want to get out of the potential partnership. One of the best ways you can do this is by creating a request for proposal (RFP).

RFPs clearly outline information pertaining to your business, marketing goals, and previous marketing efforts. By having this information laid out in an RFP you can better understand what you should be looking for in a marketing agency, and agencies can better understand you as a potential client.

Here's a brief breakdown of what you should include in your RFP:

Statement of purpose: What are your goals for this partnership? What services are you looking for? Include this information and other specifics related to the work you're wanting to have done.

General company information: Here, you should add contextual information about your company, including any previous marketing help you've had in the past.

Work and reporting expectations: Lay out the work you're wanting to see done and how you expect your chosen agency to communicate with you about progress updates.

Budget: Here is where you'll detail how much you want to spend on your campaigns.

Major decision points: What are you specifically looking for in an agency? Think about some of the points we went over earlier, like experience, testimonials and client satisfaction, and KPIs.

Additional questions: Outline any remaining questions you may have for potential agencies.

Why choose WebFX

When you work with WebFX, you're not just a client — you're a partner. We're all about building long-term partnerships that drive worthwhile results for our customers.

We believe in transparency

Putting your money (and trust) in a digital marketing agency is no small feat, and you should know with certainty where that money is going. That's why we believe in transparency and communicating with our partners, so they feel confident about everything that goes into their digital marketing strategies.

When you partner with WebFX you'll have a dedicated account representative by your side to answer any questions, comments, or concerns you may have about your marketing campaign. You'll receive regular updates and feedback about your campaign, so you're always in the loop.

We tailor everything to your brand

Digital marketing isn't one-size-fits-all. That's why every digital marketing campaign we develop is entirely unique to each of our partners. We structure your digital marketing plan to your goals so you can maximize your investment and achieve the results that you desire.

Whether you're looking to revamp your website to earn higher conversion rates or want to boost your follower count and engagement on social media, we've got experts on deck who are ready to create a plan that fits you.

We deliver showstopping results you can see

We could go on and on about how we do great work, but we'd rather show you those results. No matter your industry, our digital marketing experts can help you achieve the results you're looking for.

For our partners, we've:

Increased Website
Sessions From SEO by

3872%

Hurst Pediatric Dentistry →

Increased Website
Visits From Emails by

948%

All Pro Trailer Superstore →

Increased Gross
Ecommerce Sales YoY by

136%

S. Clyde Weaver →

And So Much More!

Introducing MarketingCloudFX

You don't just get the assistance of our marketing experts when you team up with WebFX— you get access to MarketingCloudFX, WebFX's own revenue marketing platform. Fueled by billions of data points, MarketingCloudFX helps businesses like yours:

- ✓ **Save time** through unified sales and marketing data, and automate specific marketing tasks
- ✓ **Close more sales** by looking at critical customer and marketing data
- ✓ **Drive more qualified traffic** to your site with the help of AI insights and competitor monitoring

So, ready to get to work?

We can't wait to do great work with you. If you're ready to begin your partnership with WebFX, give us a call at **888-601-5359** or [contact us online](#) to get started!