



CRITICAL QUESTIONS WHEN SELECTING A DIGITAL INBOUND MARKETING AGENCY



Critical Questions to Ask When Selecting an Inbound Marketing Agency

While it may not be as important as picking a life partner or spouse, selecting a [digital marketing agency](#) is a very important decision. This is a relatively new marketing practice, and many traditional advertising agencies now claim to be Inbound experts. However, being a true Inbound agency takes very specific skills, knowledge, and determination.

If you have made the determination that you know you need to change your marketing strategies away from the older, traditional methods to a newer approach, you are already ahead of the game. Many business owners know that their advertising and other outbound marketing activities are not working like they used to. They just don't know how to fix it. This is where an Inbound Marketing Agency can help. Using proven techniques and tools, Digital Inbound Agencies focus on building relationships with your ideal prospects in an online environment, and nurturing that relationship until they become customers.

If your organization wants to harness the power of the internet and you don't have the expertise in-house, how do you go about finding an agency that can help take your business to the next level?





There are many factors to consider.

Here is a list of important criteria to use when evaluating inbound marketing agencies for your organization.



Is the digital Inbound Marketing Agency focused on your challenges and goals?

There are many agencies that will tell you about all of the Inbound bells and whistles they can provide. But, they should spend more time listening and learning about your business, its strengths and its goals. If they talk too much about themselves, it is a bad sign. You want a **marketing partner**, someone who understands and cares about your business as much as you do.



Do they provide a defined schedule and set of deliverables?

There is nothing worse than signing on the dotted line and not having a clear understanding of the next steps. A good marketing partner will tell you upfront what their process is and what they will deliver. You will be working very closely with the firm you select. You need to be comfortable with the pace and promised outcomes of all of the activity around creating an Inbound marketing program.





Does the digital Inbound marketing agency demonstrate strategic competence?

A strong Inbound agency will be able to help you develop a strategy to meet your business goals. They will offer examples of some of the [obstacles](#) they helped clients overcome with a [strategic approach](#) to digital and content marketing.



Can the agency deliver on all of the components of an Inbound plan?

A successful Inbound marketing program has many moving parts. Ask them to show you [examples of the work](#) they have done. This should include [SEO tactics](#), website design, website development, content development, landing pages, email marketing, video production and social media marketing.



Are they committed to measuring the effectiveness of their campaigns?

This is where the rubber meets the road. You want to work with a digital marketing agency that obsesses over the results of the program and how to improve the metrics including visits and conversions. They will want to [prove the ROI](#) of your Inbound program.



Do they have technical expertise?

You want to work with an agency that has in-house technical personnel who can resolve issues quickly without farming these tasks to an external vendor.





Will you have an Inbound support team assigned to your account?

When you work with a [support team](#) rather than a solo account manager, you get the added advantage of varying expertise and viewpoints. While there may be one primary point-of-contact, your program should also be supported by varied specialists within the organization that provides a team approach to solving problems and developing a strategy.



Can they also provide design services?

This may seem like an obvious one, but it is important. Working with an Inbound agency that has an excellent on site design and development team is key to the success of your Inbound marketing program. The design team in an Inbound agency should be focused on developing messaging and visual presentations that support your brand and your business goals. Above all, they will be focused on developing material that engages visitors and converts them into customers.



Are they skilled at crafting content that generates leads?

You want to work with an inquisitive group of people, who are eager to learn about your business and write about it. They need to understand how to craft content that will resonate with your audience and get found by search engines. Good writing is lost if it never gets read. So, you need an agency that is just as skilled at distributing your content as they are at writing it.





Is your account team inquisitive and responsive?

You will know after the first meeting if this team is focused on supporting you and your business. From the initial on-boarding phase to the ongoing Inbound execution, your marketing team should schedule regular check-in meetings. These meetings should include a review of your Inbound efforts, any changes in your business, and upcoming tactics.



Are they a good cultural fit for your business?

When selecting an agency, you want to be sure they will fit in with your organization and your staff. They should understand your business goals, aspirations, and interests. Often you can get a feel for an agency by looking at the [pro bono work](#) they do. Are they active in the community? Do they participate in non-profit activities? Marketing agencies that are good neighbors, will most likely be good marketing partners.

If you are ready to start your Inbound Agency selection process, please give us a call or [drop us a line](#). We would be happy to do a free Inbound Marketing Planning Session with you. And when we say free, we mean free. This is a no strings attached, professional assessment of your website and your current marketing efforts.





A Digital Marketing Agency