

How to hire a marketing agency

Fully integrated marketing promotions today, versus 20 years ago, take a larger team of people with a variety of very specialized skills. While some creative tasks can be handled by your internal staff, most companies job out part of the work. For example, you may have an excellent graphic designer on staff but not a copywriter or publicist.

Marketing roles include:

- Publicists
- Website talent: strategists, property managers, technical and design. These may be further subdivided into SEO specialists, social media managers, content strategists, UX designers, digital advertising experts and email marketing specialists.
- Writers
- Spokespeople/Messengers: salespeople, CEOs/owners, key opinion leaders, innovators/influencers
- Graphic artists, photographers and videographers

Before you hire a marketing agency, it's essential for both sides to ask questions to determine if working together makes sense. Here are some questions to consider.

1. **How long have you been in business?** An agency with proven longevity is more likely to be there for you in the long run. Also ask about staff tenure. There are many advantages to using experienced professionals who act as a [well-functioning team](#). Another benefit of longevity is the agency's contacts. For example, we started building our proprietary media contact list more than 30 years ago. We've found it's more accurate and extensive than the commercially available lists other agencies may use.
2. **Have you delivered measurable results for similar products and services?** Having strategic marketing professionals already familiar with your industry – especially its terminology and current marketing environment – is a valuable shortcut to success. I estimate that Media Relations has run marketing campaigns in at least 50 to 60 industries. When we get new clients in a familiar industry, it's like giving a new Formula 1 car to a seasoned racing team. They can't wait to prove what they can do! [Here are some media stories](#) we've arranged.
3. **What are the qualifications of the people who will be assigned to my account?** The strongest strategists will have work histories in marketing and/or the news media. We've found that having former journalists on our staff streamlines conversations with the media. And everyone in our office (even our accountant!) must demonstrate competence in basic marketing concepts and principles.
4. **Do you follow a process to ensure your deliverables are on point?** Processes bring order and clarity to an otherwise chaotic, fast-moving work environment. As a client, you deserve to know what to expect. Media Relations Agency has been ISO-compliant for decades. More recently, our marketing processes have been explained in ["The CEO's Guide to Marketing."](#) And as you know, we even gave our process a name: Strategically Aimed Marketing, or SAM 6[®] for short.
5. **What are the unique benefits of working with your agency?** What does this agency offer that you may not find elsewhere? For example, we pioneered the performance-based PR model, [Pay Per Interview[®]](#) which means clients pay only for results. We also offer [Media Grade Content[®]](#), which would pass a journalistic litmus test.
6. **What is your fee structure?** Establish that up front. Will you have a monthly retainer bill, even if nothing is delivered?

7. **What credentials and/or awards have you earned?** While not essential, these speak to the integrity and caliber of the agency. What is its [Better Business Bureau](#) rating? Are the digital team members [Google Analytics and Ads certified](#)? How can the agency demonstrate that it has earned the respect of the business community?
8. **Is my marketing budget sufficient to do everything I want to accomplish?** The right agency will spend time with you discussing and prioritizing your goals and their deliverables before you sign a contract. They may also suggest working with you to build your campaign in stages.
9. **Will I need to go elsewhere for some services?** From media stories to [social media](#) campaigns and [website design](#), marketing is multi-faceted. Working with just one agency helps ensure consistency in your messaging and task execution. They become like a familiar extension of your internal marketing team.

Bottom line: Your marketing budget is precious to your business. You should get something in return for every dollar spent.

Asking the right questions will help ensure that you hire the best marketing agency for your business. Media Relations Agency would feel privileged if you include us in your search. Because we are performance-based, we'll always be upfront with you on whether we believe we can deliver your desired results. Let's talk. Call us at 952-697-5269 or complete our [contact form](#).