



BRAND MASTERSS

Where Brand Meets Digital Transformation

DIGITAL MARKETING

10 Questions to ask before hiring a Digital Marketing Agency

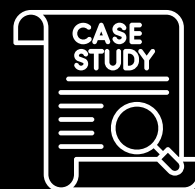


BRAND MASTERSS

Where Brand Meets Digital Transformation



What do you
excel at in
services?



Can You Provide
Case Studies or
Success Stories?



Who Will Be
Handling My
Account?



How Do You
Gauge Success?



What's Your
Process for
Strategy &
Execution?



BRAND MASTERSS
Where Brand Meets Digital Transformation



How Often
Will We Talk?



What Equipment
and Platforms
Do You Employ?



Are There
Any Multi-
Year Contracts?



How Do You Stay
Current With
Industry Trends?



What Sets You
Apart From
Other Agencies?



1

What do you excel at in services?

All agencies do not do everything. Some are SEO experts. Others excel at paid ads or social media. Ask what they actually do best—and ensure it matches your objectives.

2

Can You Provide Case Studies or Success Stories?

A quality agency will have experience. Request client samples, before-after effects, or case studies. Hard numbers tell a better story than words.



3

Who Will Be Handling My Account?

Will you receive a sole strategist or be bounced from one person to another? Find out who's really doing your work and their level of experience.

4

How Do You Gauge Success?

You require more than ego metrics. Ask how they measure and follow up on ROI. Are they measuring leads, conversions, engagement, or traffic only?



5

What's Your Process for Strategy and Execution?

An experienced agency will have a process—onboarding, research, content creation, reporting, and optimization. If they respond vaguely, that's a red flag.

6

How Often Will We Talk?

Do you want weekly check-ins, monthly calls, or silence? Open, frequent communication is important to teamwork and triumph.



7 What Equipment & Platforms Do You Employ?

Top agencies employ standard tools to the industry to analyze, schedule, and manage campaigns. If they're still carrying everything out on paper or don't even share a report, beware.

8 Are There Any Multi-Year Contracts?

Some agencies bind clients into 6-12-month contracts. Do they have flexible plans or trial periods so you're not locked in if it's not going well?



9 How Do You Stay Current With Industry Trends?

Online marketing moves quickly. An excellent agency invests in keeping up with the latest, trying new things, and anticipating algorithm changes.

10 What Sets You Apart From Other Agencies?

Let them sell themselves. Their response will reveal much about their confidence, values, and uniqueness. The right agency won't merely speak results—they'll speak relevance, creativity, and culture fit.