



## Is Your Digital Marketing Company Doing These 8 Vital Things?

Congratulations! You've chosen a digital marketing agency, a company that will lift your voice and promote you no matter what. That's the best kind of relationship! But now that you're out of the honeymoon phase, maybe it's time to consider if your needs are really being met.

Check out the eight questions below. If your answer is "yes" to most of these questions, you're in good shape and probably don't need to reconsider your digital marketing company. But if you're saying "no" to a lot of them, well...you might want to start shopping around again.

### 1 ARE THEIR LEADS REALLY LEADS?

Does your digital marketing agency know the difference between getting you a call and getting you a real, actionable lead?

Most companies will tell you they're getting you a lead, when they're really just getting you a click, a form submission or a phone call. At VitalStorm, we have a Lead Qualifying team that actually listens to the calls that come in and only marks real opportunities as leads. So, our reports are even more transparent than our competitors'.

### 2 DO THEY TELL YOU WHERE YOUR MONEY'S GOING?

What are you really paying for? How much of your money is going towards ads, and how much is going to fees?

At VitalStorm, a few of our core values are action, integrity and transparency. Not only will we use your budget wisely, using our unique strategy to get you more qualified leads, but we'll also show you where the money is going. You will know exactly how much is going towards ads, and how much is being charged in management fees from the very beginning of our partnership.

### 3 ARE YOU FREE TO WALK AWAY?

Or is your digital marketing agency trapping you in a long-term contract?

Our goal is to keep your business with exceptional results. Our "paperwork" only sets up the terms of the agreement, so we can get started as soon as possible – never locking you into a term. At VitalStorm, we don't have a long-term contract for Pay-Per-Click management, and you can cancel your service at any time.

### 4 DO THEY SPEAK YOUR LANGUAGE?

Here at VitalStorm, we know the home service industry fluently. It's our area of expertise. We speak your language. Can you say the same thing for your current digital marketing agency? Are they trying to force you into a one-size-fits-all marketing solution that doesn't work for your neck of the woods?

VitalStorm has experience working with home service companies, just like yours. We understand the seasonal factors that impact your business. This ain't our first rodeo.

## 5 IS IT EASY TO GET IN TOUCH WITH SOMEONE?

Or do you have trouble getting in touch with your marketing company?

Account Managers should be readily available when you need them. At VitalStorm, you'll have a single point of contact with someone from our Success Team. We call them Client Relationship Managers. They're here for you every step of the way, guiding you through all the aspects of your new digital marketing strategy.

## 6 DO THEY PROVIDE STRAIGHT-FORWARD REPORTING?

Fancy graphs and pie-charts look great for demos and presentations. But at the end of the day, you want to know what you've gotten from your marketing efforts.

At VitalStorm, we have the Big-5 numbers we feel give you the best insight into your campaign's performance: **1.** Cost-Per Lead (and we mean a real, qualified lead). **2.** Booking Percentage. **3.** New Customers Gained. **4.** Repeat Customers Returned. **5.** Email Leads Received. And that's all just one report!

## 7 DO THEY MANAGE YOUR PPC ACCOUNT DAILY?

Or is their strategy more set-it-and-forget-it?

If your digital marketing agency doesn't specialize in PPC or the home services, they may not have the passion or man power to pour into your campaigns each day. At VitalStorm, we understand our clients' bottom-line need for calls and how that impacts their business. We understand the seasonal nature of the home service industry and never want to be caught by surprise. It's a daily routine to optimize our PPC campaigns to their fullest potential.

## 8 ARE THEY PROACTIVE, RATHER THAN REACTIVE?

You may have felt like your digital marketing agency only reacts once you "rattle the cage." Our goal at VitalStorm is to be ahead of the curve. Whether it's making proactive adjustments to your account for an upcoming seasonal change or implementing emerging technologies and strategies, we strive to work in the background, while you focus on managing your business.

OK, it's time to add up all your "yes" answers. So, how did they score?

**Is your digital marketing company doing these 8 things? How about 6 out of 8? If not, give us a call.**



**VITALSTORM**

**800-780-9433**

[www.vitalstorm.com](http://www.vitalstorm.com)