

DOES YOUR AGENCY CHALLENGE YOU?

TEN QUESTIONS YOUR AGENCY
SHOULD BE ASKING



SPARXOO

Award winning design and cutting edge technology might make your brand look cool, but there's so much more to attracting and engaging customers in the digital age. Clear goals and concrete strategies are the starting point to digital marketing transformation, and decisions should be made with performance in mind. Studies show that marketing strategy investments can contribute as much as 50% of enterprise value when marketing performance, collaboration, and perceptions are measured and communicated.¹

To take your marketing to the next level, you need an agency partner who can take your vision and hone it to get the best results. A good agency partner will span from strategy to execution, amplify your digital marketing message, and help your internal team feel empowered with insights and information for ongoing improvement.

How do you know if your digital marketing agency is worth their salt? Listen for important information-gathering questions that put your needs first. We've rounded up ten key strategic questions your digital agency should be asking to set you up for success:

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¹ <https://www.emarketer.com/Article/Five-Things-CMOs-Should-Know-About-Marketing-Accountability-Sponsored-Content/1016821>

VISION: UNDERSTANDING WHY

1 What do you want to accomplish with this initiative?

An initiative starts with goals that should be as specific as possible and concretely measurable. Whether you're launching a short-term promotion or redefining your entire company brand, you need to know the why behind your actions rather than just setting out blindly. If you only have a general idea of what you're trying to do, such as "increase brand awareness" or "generate more qualified leads," a good agency partner will be able to give you an idea of how to turn those goals into measurable success.

2 What values, beliefs, and voice define your brand?

Having a good grasp on your company values and culture helps an agency understand your brand and pave the way for success. Studies show that 76% of consumers would refuse to purchase a product if they found out a company supported an issue contrary to their beliefs.² Your company culture directly informs how your agency represents your brand, through content voice, design, and audience targeting.

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² <https://www.prnewswire.com/news-releases/americans-willing-to-buy-or-boycott-companies-based-on-corporate-values-according-to-new-research-by-cone-communications-300459220.html>

3 Who are you really targeting?

How do you speak to your customers?

Audience segmentation is key to any great marketing campaign. Since 78% of consumers say they're more likely to make a purchase again from a company that provided more targeted offers, it's key to reach customers with a personal, targeted message.³ A digital marketing agency has the ability and experience to go beyond basic segmentation and dive deeper into micro-segmentation to personalize your message and targeting strategy for each customer you're trying to reach.

4 What differentiates you from the competition?

Understanding the competitive landscape in your industry and in your target market are keys to setting yourself up for success. Take a hard look at your competition. What are they doing well? What are they lacking? What makes you different? An agency will help you study best-in-class examples and understand where the greatest opportunity lies for positioning your brand.

5 How do your customers reach you, and what does their journey look like once they've found you?

When having positioning conversations with your digital agency, it's key to understand how your customers are reaching you and what their experience looks like as they travel through the sales funnel. Understanding your customer's experience is key to helping turn top-of-funnel leads into repeat customers. Consumers use an average of almost six touch points, with 50% regularly using more than four.⁴ A good agency will help you strategically design content pieces for each of those touch points, tailored not only to the micro-segmented audience but also to their readiness to buy.

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WHAT ARE THEY DOING WELL?
WHAT ARE THEY LACKING?
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³ <https://monk.webengage.com/how-to-use-micro-segmentation-in-marketing-automation/>

⁴ <https://www.marketingweek.com/2016/03/04/why-marketers-are-failing-to-target-consumers-at-key-life-events/>

6 How do you measure and define success?

Once you've defined the 'why' and the 'who' for your digital marketing campaign, you need to understand how you're going to track progress toward your goals. Performance benchmarks and project outlines are key to any successful marketing initiative, and 65% of marketers say that improved data analysis is a very important factor in delivering an excellent customer experience.⁵ Give your agency partner insight into how you've been gathering and analyzing data so they know where the bar is set, and how to set it higher.

7 What mediums and types of content are most useful in your sales cycle?

If you know that your sales team thrives on leads from email marketing, or that your blog is a hub of customer activity, it's key to communicate those content needs to your agency. Agencies have the advantage of experience with multiple channels and mediums, so giving your agency team that insight will help them further amplify that success, and the opportunity to suggest additional channels that will further amplify your brand message and turn that engagement into revenue.

8 How is your marketing feeding into your digital transformation?

It's key to keep up with the constant evolution of technology and digital transformation. Traditional advertising tactics like direct mail and billboards are difficult to track, even more difficult to convert to tangible success, and virtually impossible to target to your ideal audience. 40% of marketers say proving the ROI of their marketing activities is their top marketing challenge.⁶ By working with a digital agency and focusing your marketing on the digital sphere, you make it much easier to track conversion rates, and as a result, ROI.

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⁵ <https://www.emarketer.com/content/better-data-analysis-is-critical-to-improving-customer-experience>

⁶ <https://www.hubspot.com/marketing-statistics>

EXECUTION AND OPTIMIZATION: UNDERSTANDING SUCCESS

9 How do we structure communication of our initiatives across channels?

Companies with the strongest omnichannel customer engagement strategies retain an average of 89% of their customers, as compared to 33% for companies with weak omni-channel strategies.⁷ By working with a digital agency, you'll be able to maximize your multi-channel efforts and hone your message specific to each channel.

10 What is our scorecard for performance?

Advertising in any medium takes time to generate leads, and digital advertising is no exception. Depending on the initiative, your brand awareness, and your competitive position, you might need to give yourself longer timelines to see conversion and success. Your agency will help you set up regular check-ins and benchmark goals to define the success of your efforts, and identify when tactics need to be changed to meet overall goals.

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⁷ <https://loyalty360.org/content-gallery/daily-news/survey-businesses-that-use-omni-channel-strategies-have-far-better-customer>

CONCLUSION

A digital advertising agency is uniquely poised to help you develop strategic goals with realistic outcomes, and it all starts with asking you the right questions. True digital transformation requires expertise and insight, and agencies have the advantage of experience and expertise to help you reach your advertising goals.

Ready to talk more about your digital transformation? We're all ears.

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