



8 Things To Consider When Partnering With An Agency

The Right Agency Can Help You Get Back To Business And Hit The Ground Running

2020 featured an unprecedented interruption in business. For many organizations, sales slowed, resources were cut and marketing halted. But you have to be ready to rebound in 2021.

For businesses that find themselves short-handed and needing to catch up, partnering with a digital agency is a good way to quickly ramp up efforts, attract prospects and nurture leads.

But these aren't ordinary times, and you'll need more than a typical agency to make up for lost time. Look for these eight things:

1. Strategy First

Random acts of marketing don't drive results. You need a thoughtful strategy targeted to your ideal prospects and focused on your business goals. Ask prospective agencies for initial recommendations to get a feel for what their approach will be.

2. Needs To Know Your Business

To do effective work, an agency must become intimate with your business. It should insist on having a kickoff meeting to meet your team and dig into everything from your business goals and challenges to your target prospects and brand differentiators.

3. Quality Is A Priority

Plenty of agencies can churn out content, but quality outperforms quantity with prospects and search engines. Review their websites and work to ensure their writing and design is up to snuff. Remember, their work will be representing your business.

4. Quantity Is An Option

If it's high-quality content, there's nothing wrong with wanting lots of it, especially if the agency can do it fast. There will be campaigns you'll want to run right out of the gate; can the agency produce a wide variety of content, emails and landing pages in just two weeks?

5. Short- And Long-Term Support

All agencies offer long-term monthly retainers, but do they offer short-term options for immediate needs? You need help now. Do they offer engagement options specifically designed to meet your immediate goals?

6. Speed

Getting campaigns off the ground fast may be the difference between closing a much-needed deal now versus months from now. Can the agency launch your new website in 90 days? Can it develop a campaign and deliver all the assets in one month?

7. SEO Expertise

If you need content or website work, you need to partner with an agency that has SEO expertise. The agency's ability to implement SEO best practices will be critical to generating and nurturing new prospects through organic search.

8. Flexibility

Despite your needs, you may not be at a point where you're able to hire an agency. Have that discussion. Agencies that want your business may offer flexibility. Ask what they can do to secure your business later. Can you reserve a future engagement?

These are challenging times, but don't stop moving forward. If you're not ready to partner with an agency, you should still start the vetting process now. It can take time to find the right one, and when the time is right, you want to be ready.