

THE 7 CHARACTERISTICS OF A GOOD MARKETING AGENCY

How to choose the right marketing agency for your business

1

B2B not B2C

B2B marketing relies on great insight. To achieve your business goals, engage with a B2B marketing agency that has the specialist skills to undertake research and customer profiling, whilst also understanding that the B2B decision making unit is far more complex than in a B2C scenario.

2

Strategic insight, not just tactical execution

Do not be misled by the amazing tactics some agencies can offer, unless they are supported and underpinned by a robust strategy – otherwise you will just waste your time and money.

3

Knowing your customer – inside and out

A good marketing agency will always undertake customer profiling to truly understand your target customer, their wants, needs and preferences.

4

A fully integrated approach

With complex decision making units in B2B, you must adopt a fully integrated and multi-channel approach for maximum effectiveness. It is the correct way to market and is the most cost-effective approach over the long term.

5

Creativity

Great creativity and storytelling is at the heart of a great marketing agency and will get your company noticed, engage with your customers and lead them through the buying journey. A good agency will have a creative team of designers and copywriters inhouse.

6

Robust ROI measurements

A good agency will always agree objectives and KPIs with you up front and be able to measure the effectiveness of their work. If an agency doesn't offer to provide ROI, or doesn't have the appropriate measures in place, then walk away! After all, if you can't measure the effectiveness then how do you know it has worked?

7

The right team with the right attitude

When you appoint a marketing agency, you are appointing the whole team. These individuals should be passionate, enthusiastic, creative and analytical, committed to making a real difference to your company and you should feel a connection and trust with them. If you don't, then they are not the right agency for you.

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