

33 Question you need to be asking an Edinburgh digital marketing agency

Print out this document and if you are satisfied with their answer put a check mark under the Lion. If you feel they did not give you a satisfactory answer place a check mark under the donkey.

Do they offer the right services?



1. Do you offer Traffic Generation, Lead Generation, Leads-to-Customers and Analytical-Focused service packages?
2. What tactic or tactics does your firm use to deliver each of these service packages?
3. What past or current client example(s) best illustrate success you have delivered for each of these services?

Presents a clearly-defined delivery process

4. Given your understanding of our situation, goals and challenges, what do you recommend we do first, second, third, etc?
5. How does our situation, and the plan you're recommending, match that of another customer you've worked with?
6. What do you see as the most critical piece of inbound marketing for our business and goals?

Conducts a goal-oriented sales process

7. Have you worked with clients who have faced challenges similar to mine?
8. How does each piece of what you are proposing take aim at my challenges and goals?
9. What is the timeframe for achieving these goals, based on the strategy you have in mind/outlined for my business?

Maintains a website optimised for inbound

10. What have been the results of your own firm's inbound efforts?
11. Does what you are outlining for us match what your own firm does online?
12. What are some key lessons you have learned from using inbound marketing for your own business?

Presents compelling case studies

13. Can you provide case study materials and references from other clients you have worked with?

14. What lessons do you plan on applying to our business from inbound success you have achieved for other clients?

15. What are the critical success factors for inbound marketing?

Showcases their specific areas of focus

16. Have you worked in my industry before?

17. Which piece of inbound marketing is your strongest capability, and how does the strategy you plan to lay out capitalize on that in particular

18. If you have worked in our industry before, how familiar are you with our thought leaders and key blogs? If not, how do you plan to go about finding these?

Teaches and trains your internal team

19. To what extent do you plan on using members of our team for content creation, etc?

20. How do you plan on setting those folks up for success and ensure the pieces they work on with you is a good use of their time?

21. How has involving client team members in your efforts worked in the past?

Key capabilities reside either in-house or with a trusted partner

22. Do you do all your inbound marketing work in-house?

23. If yes, who on your team specializes in what?

24. If no, to whom do you outsource what? And how long have you worked with them?

Possesses strong project management skills

25. What types of requests, technical or otherwise, do you anticipate making of myself and my team as our engagement kicks off?

26. What types of requests do you anticipate making of myself or other members of my team on an ongoing basis?

27. What project management software, spreadsheets or other orientation materials should we expect to receive and when?

Places an emphasis on measurement

28. How will you measure the success of the campaigns you are proposing?

29. How often will you report back to us on these campaigns and progress being made towards other key metrics?

30. What adjustments can be made if certain metrics are over/underperforming?

Values transparency

31. What online software packages does your firm use to execute and manage inbound marketing?

32. Will we be trained on this software?

33. How often will you share wins and progress with us?

If the answers you mainly received are Lions then you may be on to a winning Edinburgh agency, get to know them more as this company really knows their onions.

If the answers were mainly donkeys then politely say no thanks, but don't worry the Edinburgh agency is out there that can help you. You just have to keep looking.

Have you ever wanted a blueprint for growing your business?

A manual that told you what to do, what to say and how to respond to prospects so that at the end of each month you could see progress and know what to do next month to see even more. If you had such a blueprint, what would it look like?

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MARKETING BLUEPRINT

LET'S GET STARTED >

