

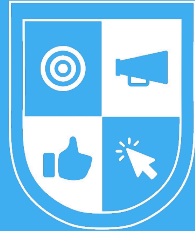
# WELCOME TO



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# DIGITAL MARKETING COURSE

## Tips for Hiring a Marketing Agency

# General Overview

## Clarify Your Objectives

### **Define your goals:**

Before reaching out to agencies, ensure that you have determined the goals you are hoping to achieve. Be specific about what you want to achieve with marketing—whether it's increasing brand awareness, generating leads, improving customer retention, or launching a new product. Clear goals will help you evaluate agencies that specialize in the areas most important to your business.

### **Budget:**

Have a realistic budget in mind, as this will influence the scope of services you can expect and the types of agencies that are a good fit.



# General Overview

## Look for Industry Experience

### **Relevance to your industry:**

While agencies with experience in your specific industry can be beneficial, it's not always a must. Look for agencies that understand the nuances of your target audience, product, or service, even if they haven't worked with direct competitors.

### **Specialization vs. Generalization:**

Some agencies are specialists in certain areas (e.g., SEO, paid ads, social media) while others provide full-service marketing. Decide if you need an expert in one area or a full-service approach.



# General Overview

## Review Their Portfolio & Case Studies

### **Case studies:**

Look for detailed case studies that outline specific problems, strategies used, and results achieved. Strong agencies will have measurable outcomes to back up their claims.

### **Diverse industries:**

If they've worked with a variety of clients, it can show they have the adaptability and creativity to address different challenges.



# General Overview

## Check References and Reviews

### **Client feedback:**

Ask for client references or check online reviews (e.g., on Google, Clutch, or Trustpilot). Speaking with former clients can give you insights into the agency's communication, work ethic, and the results they delivered.

### **Long-term relationships:**

Agencies that have long-term relationships with clients are often more reliable and committed to results.



# General Overview

## Evaluate Their Expertise and Team

### **In-house talent:**

Ask who will be working on your account and what their experience and roles are. Some agencies have dedicated teams for each client, while others might outsource certain tasks.

### **Up-to-date knowledge:**

Marketing trends change quickly. Ensure that the agency stays current with the latest tools, technologies, and best practices in digital marketing (e.g., AI, paid ads, SEO, etc.).



# General Overview

## Communication & Transparency

### **Clear communication:**

The agency should be clear, transparent, and responsive in their communication. A marketing agency is a partner, and open communication is key to making sure strategies align with your business objectives.

### **Reporting:**

Ask about the types of reports they provide and how often they will update you on campaign progress. Metrics like ROI, lead generation, and conversion rates should be clearly communicated.



# General Overview

## Understand Their Pricing Structure

### **Pricing models:**

Agencies might charge hourly rates, fixed project fees, or monthly retainers. Make sure the pricing structure aligns with your budget and the services you expect.

### **Value for money:**

The cheapest option isn't always the best. Look at the agency's value proposition—are they delivering quality for the price? A more expensive agency may offer better results or deeper expertise, which could be worth the investment.

*Industry standard hourly rates can range from \$125 - \$200 per hour*



# General Overview

## Ensure Clear Expectations and Agreements

### **Contract details:**

Ensure that the agency outlines everything in a clear contract, including timelines, deliverables, performance expectations, payment terms, and cancellation policies.

### **KPIs and measurement:**

Define key performance indicators (KPIs) upfront to track progress and evaluate success. These could include website traffic, conversion rates, social media engagement, etc.



# General Overview

## Start Small, Then Scale

### **Trial project:**

If possible, start with a smaller project or trial period to assess the agency's performance and fit before committing to a long-term relationship.

### **Scalability:**

Once you've established trust, see if the agency can scale their efforts in line with your growing business.



# General Overview

## Red Flags to Watch Out For

### **Lack of transparency:**

If an agency is unwilling to share case studies, results, or team members, it's a red flag.

### **Unrealistic promises:**

Be cautious of agencies that promise unrealistic results, such as instant ROI or guarantees of virality. Marketing is a process, and results take time.

### **High-pressure sales tactics:**

Agencies that pressure you into making a decision quickly or push for large upfront commitments without enough clarity could be a sign of trouble.



# How to Start The Process

## Where to look

Reviews from past clients about the vendors to verify their services and quality of work

1. [Clutch](#)
2. [Upcity](#)
3. Google Reviews

Reviews from current and past employees about the vendors to verify what kind of workplace it is. Satisfied employees usually means a high quality of work:

1. [Glassdoor](#)



# Follow our Templates

## How to Hire the Following Agencies:

1. SEO
2. Digital Ads
3. Website Development
4. PR + Influencer Marketing
5. Multimedia: Photo and Video





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