

First Class Business

Hiring Ad Managers or Agencies 301: 10 Considerations for the Right Growth Team

- 1. Does the team's mission, purpose, and vision align with your organization? How much do they care about your vision?
- 2. Do they teach you how and what they are doing or is everything done behind closed doors?
- 3. Do they provide reports along with suggestions or evidence of needed adjustments?
- 4. Do they claim they can do it all with little input on your end, or do they advise a collaboration process?
- 5. Do they have legitimate testimonials? Bad example: "Joe Agency was amazing" <- Why? Good example: "Our website hadn't produced more than 1 lead per month for 2 years. Joe Agency took over and we get steady leads every month going on 3 years now."
- 6. Do they have case studies to look at and discuss? Or another form of proof regarding their value?
- 7. Are there any "gotchas" or "fine print" in the agreement?
- 8. Do they give you full ownership of all collateral or do they hold your data / intellectual property hostage?
- 9. Do they service your competitors?
- 10. Do they claim to be an expert in your industry? Have you talked to several of their customers to find out if that's actually how they truly feel too?

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First Class Strategy Tips

Begin with the end in mind to achieve the results you desire...

Be kind in your interview.

Be careful not to "lead the witness" with your questions and ask for detailed answers.

Ad managers vary in style, size, process, price, and strategy. Prices range wildly.

It's common for well established agencies to charge a setup fee, 20%+ of ad spend monthly for management, plus additional fees vary depending on how much they or their team need to build or provide for your business.

Are you asking the entity to build your website? Be your designer? Write your copy? Produce video? Creating accounts? Assess your strategy? Teach you? etc. Each need requires additional investment.

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How to Ask the Questions

1. Don't ask about their mission / vision. IF they don't talk to you about "greater purpose", they probably don't care. Red flag.
2. Walk me through what the process will look like. IF they don't go into detail, what are they hiding? They're amateur at best.
3. Tell me about reporting. *IF they don't bring reporting up before you do (and you're not rushing), not good, if they don't describe an excellent process, be careful.
4. How much work will be required on our end? IF they say "we'll take care of everything" or "you don't need to be involved". Red flag.
5. Tell me about who you've worked with and the results you've gotten similar to us. (LISTEN) Are they willing to talk about their failures, or do they rush over it and change subjects?
6. Do you have case studies? IF they throw template case studies at you as a "one-size-fits-all" testimony of greatness, be aware. Look for signs that they aren't over-promising that this is a "guarantee" or "presumed" outcome for you, too.
7. Study their agreement. It's not the end of the world, but great companies typically highlight fine print and attempt to make concerns CLEAR to facilitate conversation.
8. How do you handle intellectual property? (They should be willing to share or give it in most cases unless it's a proprietary software.)
9. Which of my competitors do you service? How much do you know about my competitors? *It's not so important whether they do or don't - it's HOW they react that you want to assess.
10. What's their experience in your industry? *It's not important at all. Evaluating whether they are virtuously confident and humble, or arrogantly cocky ignorant are the important traits to recognize.

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