



Brooklyn, New York
USA

How To...

Select The Best Digital Marketing Vendors

So you've realised that you need to do something to "fix your digital problem" but now you have a new issue - how to select the right people to help you implement changes.

How do you know who is playing buzzword bingo and who genuinely wants to deliver for your business? How can you tell which consultants have real expertise and knowledge?

The digital landscape is full of consultants and agents all of whom promise to deliver great digital strategy and marketing services but when there are so many, you need to know the right questions to ask to find the best match for you.

These are our tips to help separate great agencies or consultants from bad ones.

Rule 1: Ask For Case Studies

Any consultancy firm worth its salt should be able to provide you with case studies of happy clients. The kinds of case studies that go into a little detail about how they first understood the client problem, and then how they went about tackling it.

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These can be the very specific type that cover only one aspect of digital marketing, or the broader version that cover digital strategy overall. This is about understanding the process that the firm goes through to help you get results and give you confidence that they will be able to deliver a great digital strategy for you.

Rule 2: Get Client Testimonials

Case studies are great, but it's even better to get to speak with a person who has actually worked with the company before. They can tell you the areas they excel in, the areas that they are just OK in, and those areas where they are not so great.

Many companies feature a few of these testimonials on their websites to give you a flavour of what working with them is like. You can either browse around their site or just ask their sales rep to direct you towards some real people.

Rule 3: Get Some Quotes

If digital strategy and marketing are brand new to you, make sure you get a few different quotes and ask for a description of what you get for your money. An accountant loves the 'rule of 3 quotes' and there's a reason for it. It gives you the chance to see how other companies in the market are quoting and compare their services line by line.

You will likely find that different firms have different charging models but this allows you to compare which version is right for you.

Rule 4: Don't Accept 100% Upfront Payment

Would you hand over all the money for a Lamborghini before you actually receive it? Of course not! This is no different. Any consultancy that asks for 100% payment up front is not the right kind of company - they lose all motivation to get you the best result. So make sure you negotiate your terms so that you continue to hold leverage in future.

Rule 5: Define Your Needs

Selecting a marketing partner is a lot like selecting a life partner, you need to make sure that they meet your needs and the only way to do that is to ensure you have defined your needs first.

Write down everything you expect from them, think about it some more and then expand on it. Have a frank conversation with them about whether they can deliver on your needs. You need to establish what is your remit and what is their remit. Or, as our favourite Patrick Swayze said in Dirty Dancing: "This Is My Dance Space, This Is Your Dance Space..."

About Us

We provide digital strategy for music and media companies. We also love to help e-commerce companies maximise their online conversions. We help our clients to understand the digital landscape, show them the areas to focus on that will give them the highest impact to their revenue and give them back the gift of time by doing the thinking and writing the strategy for them.

If you would like some assistance in selecting your vendors, drop us an email and we can help you out.

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