

The Seven P's of Choosing a B2B Marketing Agency

Partnering with a marketing agency tends to be a smarter investment for SMBs than building an in-house team, but many of today's busy executives don't know how to start the search for an agency that fits their needs, company culture and management style. To make their job easier, here's a list of the most important criteria to use in sizing up B2B marketing agencies.

Product

Make sure the agency offers the products and services you need and has the potential to provide more as your company grows. Look for full-service, integrated marketing agencies and retainer agreements to get the most return on marketing investment from your ongoing and long-term tactics.



Process

Look for a proven process or methodology to get a sneak peek at the way the agency works with clients to deliver results. Find out how often they optimize marketing plans, how they update clients about project statuses and results and how they offer suggestions for new programs.

Portfolio

You'll see better results when partnering with a marketing agency that specializes in serving your industry or has experience marketing the products and services you sell. Determine the team's relevant experience and review their regular clientele.



People

Partnering with an agency whose people work well with your existing internal marketing team, executives and company culture is vital to maintaining a great relationship and seeing continued ROI. See if you're able to meet more of the team in person and ask about their credentials and experience.



Platforms

A good B2B marketing agency gives its clients access to popular platforms and partners and leverages the latest tools and technologies to deliver exceptional professional services. Look for agencies that value technology and automation in a modern marketing plan.

Performance

Success stories can be reliable sources of demonstrated skills, results and ROI. When you evaluate case studies, testimonials, online reviews and other performance reports, try to locate raw data, proven processes and unique approaches that show consistent results.



Prizes

Good press, awards and other accolades show a marketing agency is sufficiently established in the industry and is deserved of recognition by the marketing and B2B community. These are all markers of an agency's ability to maintain market presence, deliver top-notch results and excel in client satisfaction.

Don't forget to ask ...

- » Does the agency share the same core values as my company?
- » How does the agency measure success for my top objectives?
- » When and how will the agency update me on projects and results?
- » What will the first 30 days with the agency look like?