

HOW TO HIRE THE

Right Ads Help For Your Business



My **Ads** Team

About This Guide

WHO YOU HIRE MATTERS... BIG TIME.

Hello friend,

I tend to meet my new clients when they are shopping for a new advertising agency.

Too many have been burned by their last agency. They've invested their time, effort and money and have little to nothing to show for it. Or, their ads have been profitable, but when we talk about their results, they tell me that they didn't really know what to expect and whether their return was good or not.

Often, they let me know that communication wasn't great. They were made to feel like their questions weren't important and their ideas didn't matter. They didn't get the attention and support they were paying for.

It shouldn't be this way.

I want to make sure you know exactly what you need to know to be able to find and partner the right advertising with confidence. In this guide, we'll walk through:

- The types of ad agencies
- Why it can be hard to find a really the right fit for your business
- 7 Must-Ask Questions
- Warning signs to watch for
- Why starting with a short project - Ads SetUp or an Account Audit - is key to assess fit.

Read on. I want you to know exactly what questions to ask and what to watch out for so you can get the most from every advertising dollar you spend.

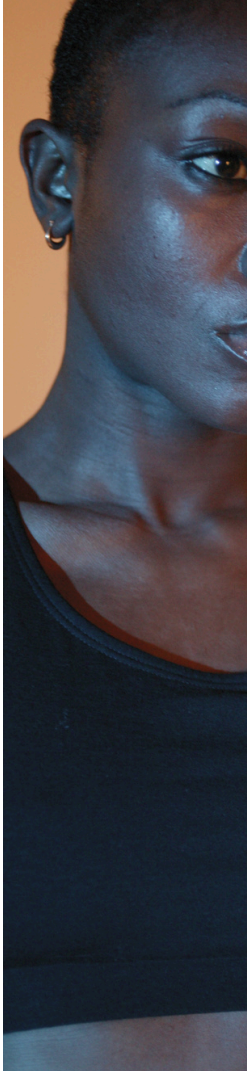
All the best,



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Types of Ad Agencies

NOT ALL AD AGENCIES ARE THE SAME



There are 3 main types of ad agencies, each with their pros and cons:

01

LARGE AGENCIES

Large agencies can be a one stop shop for all your ads needs. You'll have an account manager as the go-between you and those actually doing the work. An inexperienced media buyer might be managing your account (without you knowing it) and as a small to medium business, you can get lost in the shuffle.

02

BOUTIQUE AGENCIES

Boutique agencies tend to work closely with a select number of clients. Boutique agencies tend to be more limited in their services but their size tends to encourage a more open and clear communication.

03

FREELANCERS

You can find fantastic freelancers, but the quality of work can vary and you won't know how many clients they are juggling at any one time.

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Ad Managers

THE GOOD AND THE NOT SO GREAT

A qualified ads manager lives and breathes the world of ads and marketing.

Ads, SEO, and the platforms and algorithms they run on are constantly changing, so they are always engaged in learning and development to deliver the best for your business.

A good ads manager or agency will take their time to work closely with you to develop a strategy to help your business grow and profit. They'll implement the strategy, monitor it regularly and optimize everything to get the best possible results for you.

Whether you partner with a large agency, boutique agency or freelancer, it is a financial investment. You are getting professional expertise that will make a difference to your bottom line. Done-for-you as services cost \$2K-\$5k USD per month, typically for an initial 3 month commitment. Once your campaigns are optimized, your investment should pay for itself.

There is no single degree,
program or exam that qualifies
someone in ads or SEO.

This can make finding the right help for your business challenging. Yes, it is a high stakes game. The wrong choice can result in a waste of time and money. Even worse though, is how the wrong choice can take a toll on your confidence as a business owners and impact the financial stability of your business.

Scary, right?

It is so important to find the right fit.

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7 Must-Ask Questions

TO SELECT THE RIGHT ADVERTISING AGENCY FOR YOUR BUSINESS

These 7 questions are all open-ended. They don't have one RIGHT answer that someone can add to their sales pitch. They are designed to encourage free flow conversation. When they talk, listen. They'll tell you everything you need to know.

01 What types of businesses do you work with?

You want to know if they are a generalist or if they specialize in a particular type of business. E-commerce strategy is very different from lead generation for local businesses. If they have worked with businesses like yours, they likely know a few things about what drives your ideal customers, clients or patients. This knowledge can be a big asset.

02 How did you learn to do what you do? How do you stay current?

Find out how long they've been in the world of advertising. Where or with whom have they studied? Look for a solid foundation as well as a commitment to staying current. learning. Most will happily tell you about courses they've completed, certifications, mentorships, conferences, anyone they've studied with as well as any masterminds they're in.

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7 Must-Ask Questions

TO SELECT THE RIGHT ADVERTISING AGENCY FOR YOUR BUSINESS

03 What is included in your service?

Understand exactly what you are buying AND get a sense of how they communicate with their clients.

Can they explain concepts like the pixel is in a way that makes sense to you? You'll want to know how the overall strategy is developed (HINT: in collaboration with you and customized to your business goals).

Who is responsible for preparing text / copy and images / video? How often will you communicate? How often do they monitor performance? What reports will they provide you and when?

What is NOT included in the service?

04 How many projects are you working on and who will be working on my campaigns?

Ask this so you understand their business structure. There is a lot of variation among large agencies, boutique agencies and freelancers. As a small to medium-sized business, you want to have a direct line of communication with someone who knows exactly what is going on and can keep you up to speed on a regular basis. You also want to know how to reach out when you have urgent questions and concerns and how soon you can anticipate receiving a response.

7 Must-Ask Questions

TO SELECT THE RIGHT ADVERTISING AGENCY FOR YOUR BUSINESS

05 How will you measure the performance?

This question will give you further insight into their skills and expertise. Their answer should be more complex than simply “link clicks” or “number of landing page visits.” Each ad strategy has specific – and multiple - metrics that reveal how well ads are working and what needs to be tweaked to improve performance. There is usually at least one metric for each phase of the customer journey.

06 What kinds of budgets are you managing on a monthly basis?

While you might initially be impressed by a response of “hundreds of thousands of dollars per month”, more doesn’t always mean better. You want to know where your business fits relative to their other clients. If they are working with budgets that are much larger than yours, they may feel pressure to pay more attention to those accounts. Yours could get neglected. If this is the case, ask how they manage their time with respect to client spend and make sure you get an answer that is reasonable. Alternatively, find an agency or ads manager who is managing ad budgets that are similar to the budget you have for your business.

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7 Must-Ask Questions

TO SELECT THE RIGHT ADVERTISING AGENCY FOR YOUR BUSINESS

07 What will you need from me to manage my campaigns successfully?

You need to know what's expected from you. What will you be asked to provide, to review, to approve and how often? What is their expected turnaround time? Make sure you can meet these expectations without breaking into a sweat.

Look for their interest in your business –you want to see that they are genuinely interested in your ideal clients and their pain points, any other offerings and services you have, your goals, and your values and mission. The more familiar they are with your business, the better positioned they are to help you identify possible upsells, cross-promotions and other offers that could add \$\$\$ to your bottom line.



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Warning Signs

IF YOU SEE ANY OF THESE WARNING SIGNS, KEEP SEARCHING.

When you ask the 7 Must-Ask Questions, if you hear ANY of the following in their answers, take it as a big warning sign. You may need to keep searching for the right ads partner for your business. Be patient and interview a few more.

01 Long Term Commitments

If you are asked to sign a long term contract, with penalties for ending early, steer clear. The industry norm is an initial 3-month commitment for ads and 6-9 months for SEO. It is fine to have a 12 month plan or strategy but make sure you can easily end the contract early if it isn't working or your business needs have changed.

02 Poor Communication

There is a lot 'ad lingo'. You don't need to be fluent, but make sure that whoever you work with is willing to explain the strategy, decisions, and technology - in ways that you understand. It is your money. If you are left feeling clueless, this reflects their communication ability and knowledge - not yours.

03 Guarantees & High Pressure Sales

As much as we love performance guarantees, no one can guarantee results. There are too many variables at play. All we can reasonably do is anticipate results based on past results or industry standards and use all the tools we've got to get the best results for your business. And, if you feel pressure to sign up right away, it's probably not a fit. Keep looking.

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Account Audits

REVIEWS AND RECOMMENDATIONS FOR YOUR BUSINESS



An Account Audit is a chance for ads experts to show off their skills.

IT'S MONEY WELL SPENT.

An audit is a thorough review of your current ads or SEO to review what's been working and what's not, as well as any gaps or opportunities that will get you more from your ad spend.

They'll look at your campaign objectives and optimizations, retargeting, tracking, audiences, keywords, messaging, images/video, and every step a customer takes from first meeting your business through purchasing. Normally, they'll provide you with a written or video report that you'll review together.

Audits give you a chance to see exactly how they can help you reach your goals. You'll see their skills and communication in action. Even if you don't work together, you are likely to be uncover opportunities to increase your revenue. Audits are worthwhile investment.

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BOUTIQUE ADS AGENCY

LET US HELP YOU BUILD A SUSTAINABLE PIPELINE OF QUALITY LEADS THAT TURN INTO CLIENTS, CUSTOMERS AND PATIENTS.

OUR SERVICES INCLUDE:

1. **Facebook and Instagram Ads.** Get your business in front of potential customers and help them know, like, and trust you.
2. **Google Ads.** Get your business in front of people who are actively looking for your services. Pair Facebook and Google ads for even more impact.
3. **Local SEO.** Search Engine Optimization (SEO) can be a powerful source of leads over time. A good SEO strategy will help position you at the top of the search results so your business gets seen before your competitors.



Carol Roderick, PhD
Founder and CEO, My Ads Team

As a boutique agency, we work closely with you to help you dominate your local market through Facebook, Instagram, Google and SEO.

We are a team that cares about your business and it's success. We partner with you to manage every aspect of your paid ad campaigns, and SEO so you can focus on running your business.

We understand how to optimize your ad spend so you can be confident your ads are profitable. Helping you make more money is our goal.

Schedule a call today at MyAdsTeam.com

[BOOK YOUR CALL NOW](#)

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