

4 Tricks to Spotting a Scary Marketing Agency



Ringing the doorbell of the wrong agency can result in nothing but a chewed-up marketing budget.

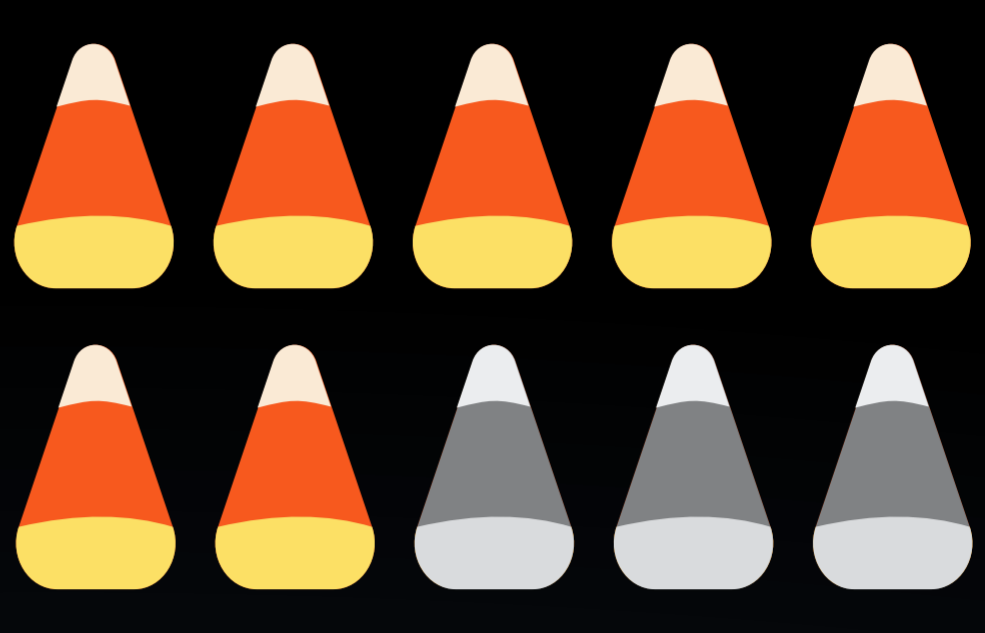


62% of companies will be searching for an outsourced marketing solution this Halloween.

38 Billion Dollars

will be wasted on ineffective marketing worldwide by the end of 2015.

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CEOs believe they are wasting money on marketing.

Luckily, even the scariest agencies can be spotted miles away if you pay attention to the right clues. Run and hide if you come across a marketing agency that plays any of these four tricks...

1 They are a "Yes-Man".



Everyone likes to hear "yes" – especially when it comes to treats.

If it sounds too good to be true, then it probably is. If a marketing agency agrees, without pushback, to programs or tactics that won't achieve your objective, they're effectively tricking you into feeding them your marketing budget. At that point, they're walking home with an overflowing sack of treats.

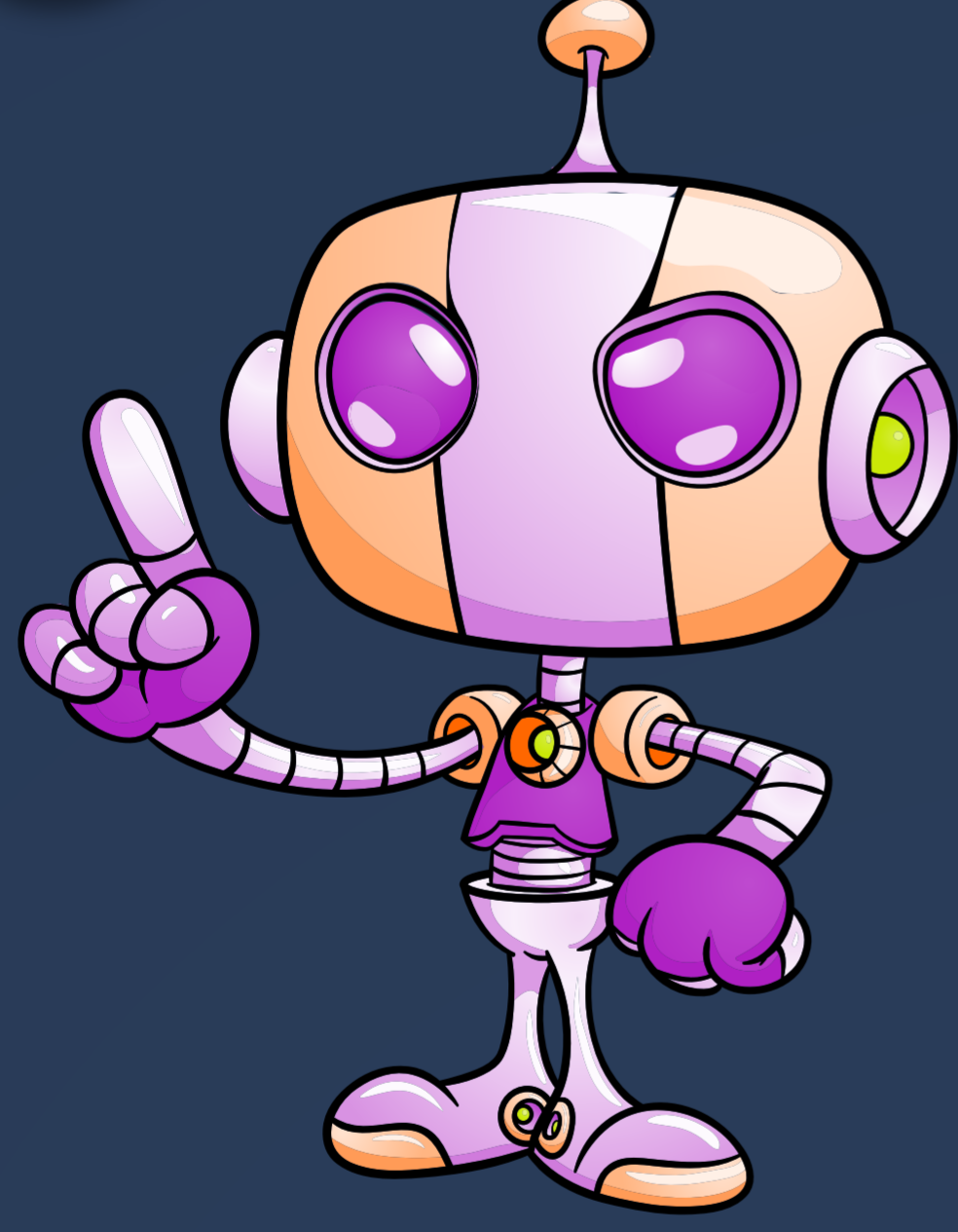
2 They don't offer any measurables.



What's the best way to avoid being tricked by a scary marketing agency? **Transparency.** Agencies that are forthright about the planning, implementation and results are going to be the safest for you to consider.

If an agency is murky about the specifics of how your marketing budget is being used, find a safe place and lock the door.

3 They don't give you the "why".



Beware the agency that dazzles with the technical jargon and mechanics of a marketing strategy. After a long session of planning to plan, they might actually have you thinking "something" has been accomplished.

Be afraid. Be very afraid.

Reputable marketing agencies will dazzle you with actions and give explanations of the "why" behind those actions.

4 They stop making sense.



Protect yourself from a budget-eating, results-lacking agency by putting them on the spot. Ask why they think a strategy is the way to go. Throw them an off-the-wall scenario like, "I know we're a telecom company, but I want to funnel the majority of our effort into Pinterest."

A good agency will use these questions as the beginning of a collaborative dialogue for developing a marketing strategy. A bad agency will talk in circles.

As you search for the right marketing agency, be sure to knock on Access Marketing's door. There are a lot of marketing agencies out there offering scary promises, we can make sure you get "treated" not "tricked". Ask us about our services or strategies (or marketing in general!) and we promise not to scare you away.

Is your marketing funnel a fright fest? Not enough leads converting? Consider marketing automation to streamline leads through your funnel. Give us a shout to receive your complimentary funnel review.