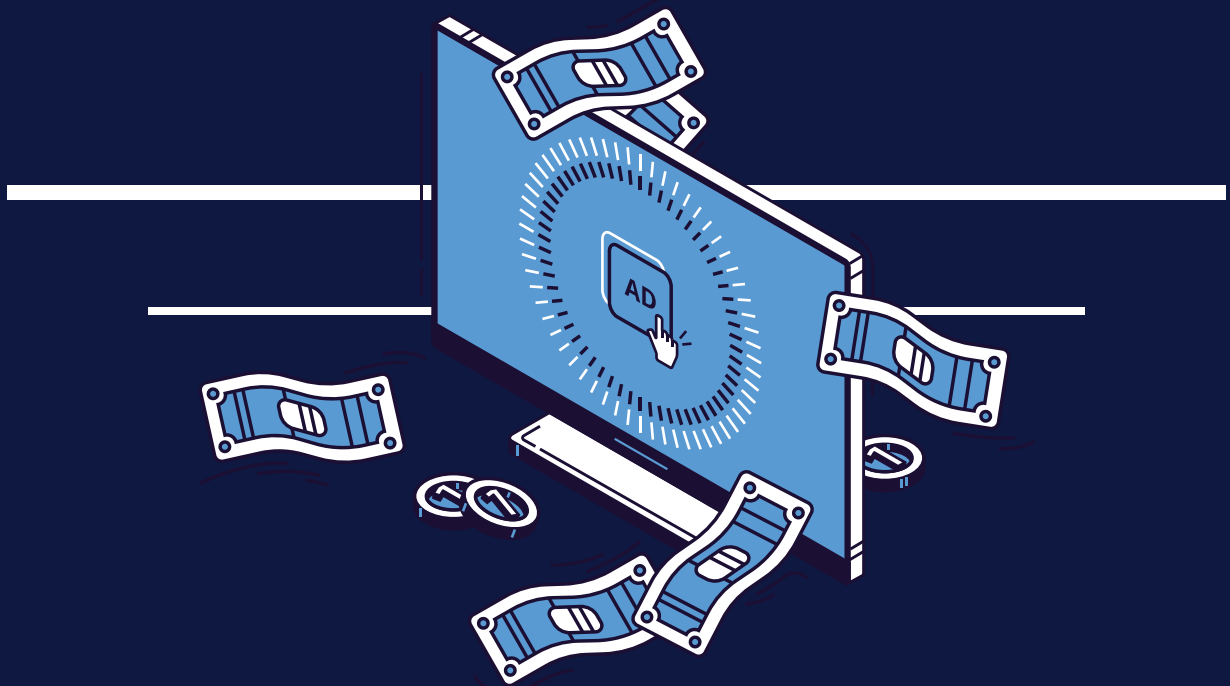


28

Alarming Facts You Must Know Before Hiring Or Switching To A New PPC Agency



Introduction

The data doesn't lie!

Year after year, the search engine marketing industry continues to expand at double-digit growth rates.

With everyone racing to the web to advertise, your space in the Pay Per Click (PPC) market is vital.

So why not just visit a few websites before you choose an agency?

We believe a strong PPC agency relationship is imperative. Spend some time getting to know your agency and ask the right questions.

Ensure you're with the PPC agency that's right for you and your company with our informative guide.

Choosing a management agency that can maintain and expand your account in the long term based on your individual goals, is vital to success in search engine marketing.

Thus, in order to help find an experienced agency that is right for you, Rozee Digital has compiled this step-by-step guide, complete with tips, tools, and even some Search Engine Marketing (SEM) trade secrets



These are the 12 steps you need to take to help choose the right PPC Company;

- ▶ Do They Offer Great Communication & Transparency?
- ▶ Are Goals & Expectations Geared For PPC Success?
- ▶ No Strategy = No Direction - Make Sure Your PPC Agency Builds a Strategy For Your Business.
- ▶ If a PPC Agency Doesn't Make The Effort To Understand Your Business... Run...
- ▶ You Ask Them Question and They Avoid It? Sounds A Bit Dodgy To Me.
- ▶ Is It Just PPC Or Do They Offer Other Services For Your Campaign Success?
- ▶ Don't Be Fooled By The Google Partner Badge.
- ▶ How Experienced Is The Team?
- ▶ Is a Free Advertising Diagnosis Audit Provided Before Providing The Solution?
- ▶ Reporting Is The Key Fundamental To Good PPC Agency
- ▶ Does The Agency Price The Job Correctly and Is It Transparent?
- ▶ What Type Of Contract Are They Offering You To Sign?



STEP #1:

Do They Offer Great Communication & Transparency?

Full transparency and communication is a must and is key to a successful relationship. A good agency should communicate with you weekly and send you monthly reports, and let you have access to all data and accounts.



The agency should always be frequently communicating with you clearly so that you understand what they have been doing inside your PPC account.

If they're not transparent and you don't hear as often as you'd like from your agency, it probably means they're hiding something from you or, even worse, they don't know what they're doing.

If your results are positive or negative, the PPC agency should be honest with you. The PPC agency should remain proactive and determined to reach your company's goals.



STEP #2:

Are Goals & Expectations Geared For PPC Success.

Goals and expectations are very important from the very start.

You definitely want to make sure that your goals and expectations are aligned with what the PPC agency has in mind when you start the relationship.



Setting these expectations and being clear on your marketing goals from the beginning, will definitely go a long way to creating success with both your business and your PPC agency relationship.

Therefore keep a pulse on the progress and the performance of all your campaigns and be prepared, to make changes when needed.

You can't score if you don't have a goal - very important. Make sure that you set your goals and expectations the moment you reach out to the PPC agency so they have a clear expectation of what they're aiming to do.



STEP #3:

No Strategy = No Direction - Make Sure Your PPC Agency Builds a Strategy For Your Business

To hit your business goals you need to make sure that the agency has walked you through the strategy to help you achieve your targets.

Every business is different so maybe a search campaign doesn't work for you, maybe you need video ads or local service ads, or remarketing ads or indeed a combination.



For example, hotels could not be more different than selling ladies' shoes or compared to cosmetic surgery. Every business needs its own strategy.

The strategy needs to be different, and in markets too. The costs are going to be different. The demographics are different.

Ask the PPC agency how they can help you further develop your PPC strategy.



STEP #4:

#4 If a PPC Agency Doesn't Make The Effort To Understand Your Business... Run...

If the PPC agency doesn't understand your business and makes no effort to do so, it means they can't react to competitive changes or deal with your new business initiatives.



Any agency that does not dedicate a whole lot of time and energy learning the ins-and-outs of your business will be unable to build the strongest campaign possible.

Will they have you fill out a lengthy questionnaire?

How many questions will they ask?

Are those questions relevant to driving your revenue?

Will they conduct outside research, or rely on you?

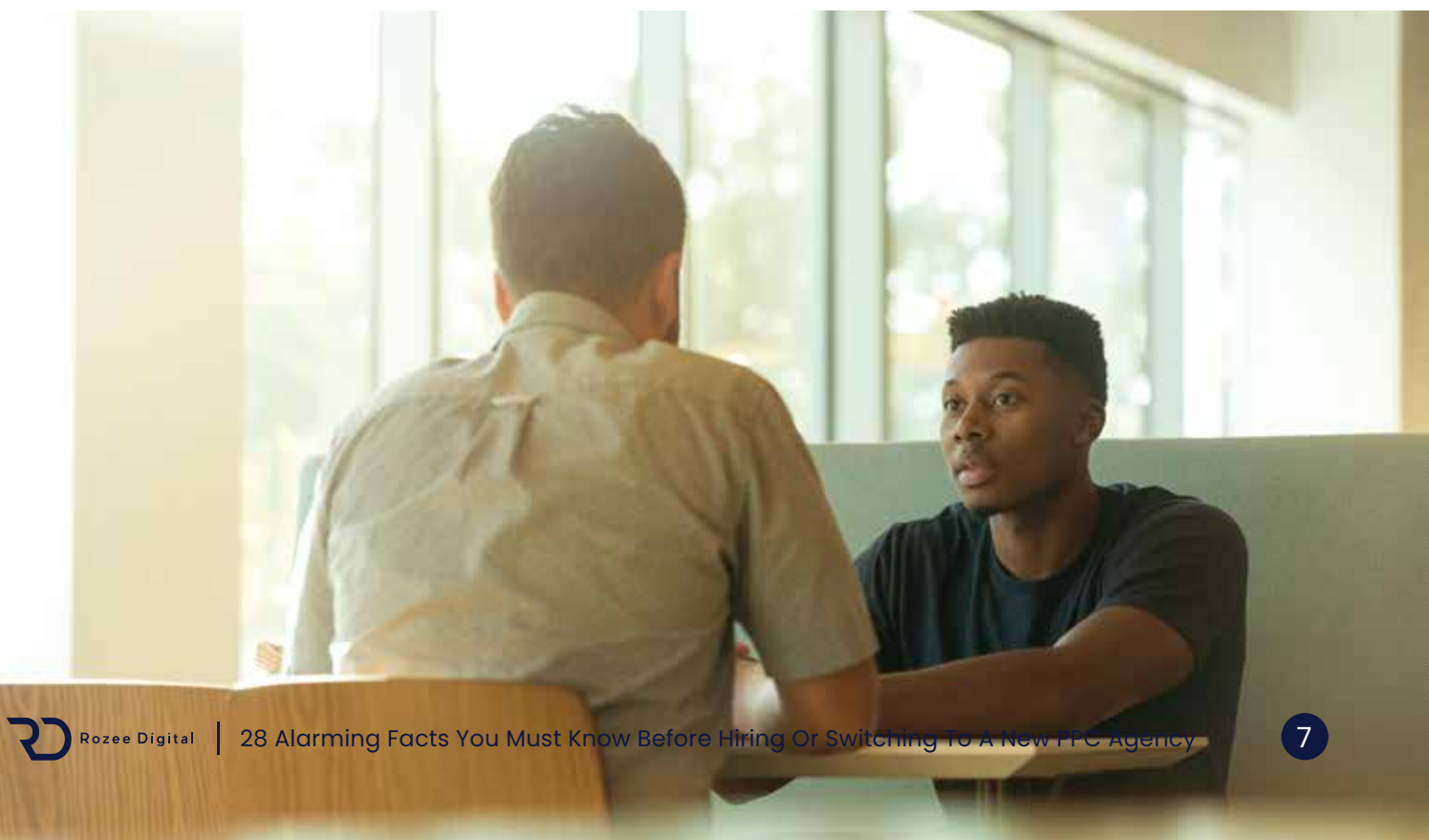
STEP #5:

You Ask Them A Question and They Avoid It? Sounds Bit Dodgy To Me

Interviewing the potential PPC agency is the most important step in the selection process. The interview is your chance to really find the agency that will satisfy not only your advertising goals, but also complement your company culture.



Before setting up an introductory meeting with any agency, build a list of questions that addresses both your company's marketing goals as well as your overall expectations for the partnership.



STEP #6:

Is It Just PPC Or Do They Offer Other Services For Your Campaign Success?

Running a PPC campaign is only the tip of the iceberg when starting your marketing campaign.

PPC is effective in driving potential customers to your website. However, if your site or sales funnels are poorly designed or ineffective, then all the traffic in the world won't help.



An agency should offer Conversion Rate Optimisation and Landing Pages or use Social Media Marketing to help increase the conversion rate.

You can lead customers to your brand, but you can't force them to buy unless you have a succinct digital strategy, an optimised site and a defined sales funnel to turn a lead into a customer. Successful campaigns are backed by a cohesive user experience end to end.

STEP #7:

Don't Be Fooled By The Badges

This is the classic mistake that's made when choosing a PPC agency. You see badges proudly displayed on a website, so they must be good right? Not necessarily.

Having badges on the website can be a good sign because it shows the agency is proactively keeping up to date with the latest trends and digital marketing techniques, but badges are easily acquired.



Reviews and testimonials help prove that the agency has mastered the necessary skills and had the experience to put them into practice for their clients. Video reviews are even better.

Ask the agency to provide copies of client reviews and case studies if applicable. These also help prove that the agency is getting the required results for their clients and therefore, they should for you as well. When a client takes the time to praise the agency they work with, you know the agency has met or more than likely, exceeded its goals.



STEP #8:

How Experienced Is The Team?

An important part of the process is to ascertain how long the PPC agency and the team have been in existence and the experience of the team involved.



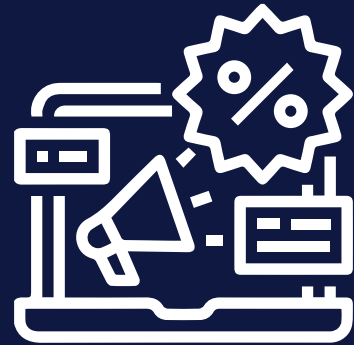
Logic dictates a company that has been operating for a week, may well have less experience and skill-set than one which has established for a number of years.

An important part of the process is to assess how long the team has been involved with PPC. As you know there are more agencies and freelancers popping up, so judging an agency because it started recently can be a harsh factor, especially if the person running the company has been managing PPC accounts for many years.

STEP #9:

Is a Free Advertising Diagnosis Audit Provided Before Providing The Solution?

If you have been running any advertising campaigns, then the PPC agency should provide you with a free PPC audit diagnosis before they prescribe the solution, covering both technical and commercial aspects of your advertising account within the context of your website and company.



Allowing the PPC agency to do an audit, will provide them with a better understanding of the account and will help them to build you a strategy for your business.

Any decent agency should look at your previous campaigns to see if they can spot any problems to help them avoid the same mistake in the future.

You should ask if the account is audited by a salesperson or a consultant and is it a generic sales pitch proposal or specific to you.

Does the PPC agency provide you with a complete screen share, to explain your account and suggest areas which need improving?

And if you don't have a previous campaign, the agency should perform a traffic and competitors study to spot the wins for your campaign.

STEP #10:

Reporting Is The Key Fundamental To Good PPC Agency?



In the end, it's all about the results. You'll want to know when, where and how you'll be receiving that monthly report and how their answers align with your company's marketing objectives.

PPC agencies must gather immense amounts of data to be able to expand your businesses reach and visibility and in order to optimise your entire PPC strategy.

The reports should be easy to understand yet be detailed enough in their description of the methods in play behind the scenes: What's working, what isn't and why.

It is imperative to ensure your future PPC agency has rock-solid data tracking practices in place. Meaning they collect, monitor and sort through all of the data from your website, landing pages and all the active campaigns in order to find out more about your audiences and customers in order to make you more sales.



- ▶ How does the PPC agency measure success?
- ▶ What kind of reporting will they provide, and how often?
- ▶ Do they report on their metrics or business outcomes?
- ▶ What do they consider a conversion?
- ▶ Do they use Google Analytics and Google Tag Manager? (They should be using both)

The right ads agency will have a full tracking system in place to ensure goals are met. This means your PPC agency should be tracking:

- ▶ Form completions
- ▶ Chats
- ▶ Purchases
- ▶ Specific pages
- ▶ Downloads
- ▶ Calls
- ▶ Offline conversions

What does their reporting method look like?

Reporting should be the easy part! The ad agency just needs to showcase your website's metrics (conversions, Cost/Conv, Conv Rate etc) into a reporting dashboard that is easy for you to understand.

The agency should give you this physical or digital report and go over the details with you to make sure you understand what all those numbers mean.

Most agencies should be using Google Data Studio as it is a completely free tool connected with Google Analytics, PPC account and Google Search Console. But some agencies will use other tools, just make sure they are pulling in the correct data.

STEP #11:

Does The Agency Price The Job Correctly and Is It Transparent?

It makes sense to feel excited about finding a super affordable agency. But a low cost almost always highlights low value and high commitment.

How much work will you expect from your agency?

At the very least, they should be monitoring your campaign daily, optimising monthly, utilising the best marketing software and highly skilled marketers available to ensure they are getting the best results for your business.

The agency should mention investing in regular education to ensure they are up to date with the latest industry trends.

As a business owner or person in charge of marketing you might be wondering what exactly should be included in the agency's pricing. Below will be a rough guide on what they should be offering you without including add-on fees:

- Search, display, video and shopping campaign creation and management.
- Ad copy
- Remarketing campaigns
- Audience creations
- Google Analytics creation
- Google Tag Manager creation
- Conversion action creation
- Keyword research and expansion
- Competitive research
- A/B testing and optimisation
- Reporting

Agencies should always show you what is included in the proposal and will talk to you about add-ons if it is needed for the success of your campaign.

STEP #12:

What Type Of Contract Are They Offering You To Sign?

Most agencies will ask you to commit for a 3 month minimum contract because this is the length it normally takes to build and optimise the campaign to start seeing promising results for your business.

But some agencies might try to lock you in for a long term contract, but can they guarantee it will be successful?



The 3 Fatal Traps No PPC Company Would EVER Tell You

Now, after reading this, you might think “all of this is great, but I think I’ll just hire an PPC company to do this for me.”

And that’s fine. But it’s insanely important to make sure you work with the RIGHT PPC company; one who knows their stuff and isn’t going to waste your time.

Here are the three fatal traps that no PPC Company would ever tell you. And trust us when we say:

(And ignore them at your own peril)

Fatal Trap #1: Agencies Not Giving You Full Access To Your Ads Account

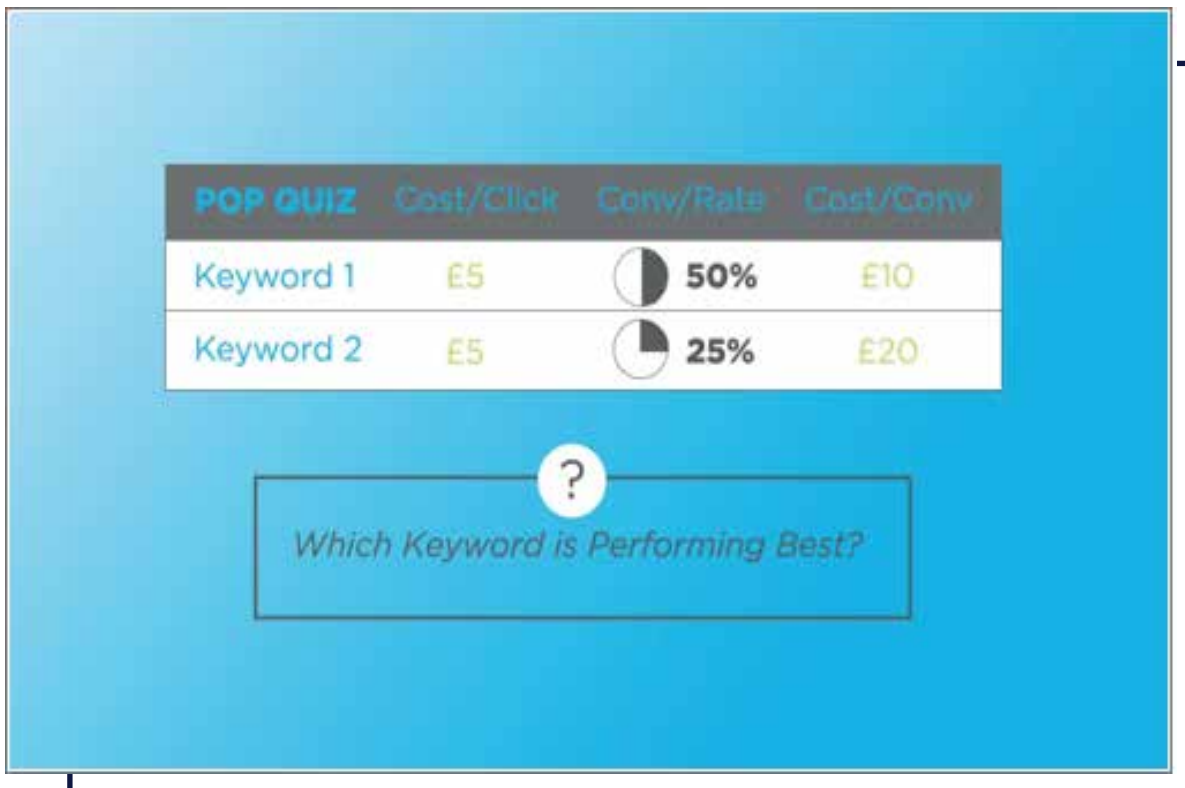
Recently there has been news going around with established agencies creating ads accounts for businesses and never giving the client full access. The problem with this approach is that you won’t have access to the data that has been collected on your behalf, if you ever decide to leave the agency.

Fatal Trap #2: Optimising For Conversions, Not Sales.

Tracking sales for lead generation or your SaaS product is not black and white like any eCommerce purchase.

You now know which keywords and search terms are producing conversions, **but do you know which ones are producing sales?**

Example:



Keyword 1, right? It has a lower CPA & higher conv/rate.

But this is just a fraction of the whole picture.

How do these two keywords perform when it comes to generating sales, as a lead over the phone or through your SaaS onboarding?

Let's add in some sales tracking data that's coming from your CRM. Now which keyword is performing best?



Keyword 2 is now the winner, by an extremely large margin.

Once you pair your lead data with your sales data, you'll be able to be more aggressive with certain bids for certain types of PPC traffic that has a higher likelihood of leading to sales.

Unfortunately, most agencies are not using value track parameters to measure which keyword is leading to a sale.

Fatal trap #3: The agency is not 100% transparent with you.

Transparency is the key to earning a client's trust and confidence and once you've gained that, you will have a customer forever. An agency needs to be transparent with their clients at all times.

If you as a customer are being alienated and restricted from your AdWords account, most likely they are hiding something from you and you don't want to be spending your time nor your valuable money on a company like this.

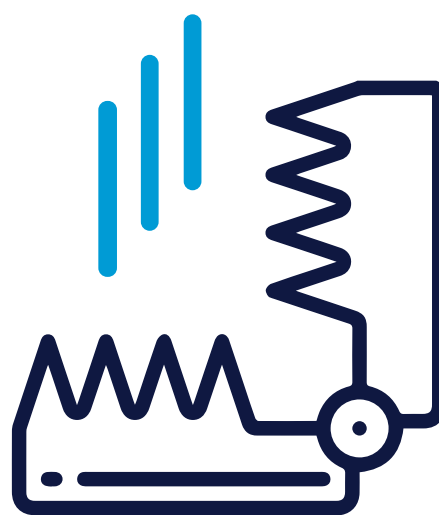
Questions To Ask The PPC Agency Before Hiring

If you're going to hire a new agency, be prepared.

The relationship between you and your PPC agency can positively impact the bottom line for years to come. However, only with equal effort from both sides and a clear understanding of expectations, will this be the case..

So how do you find the right team for you?

We know that each PPC agency is different in its own particular way, so feel free to use this as a guide towards asking the right questions before choosing your agency.



These are some of our most FAQ we get from clients at Rozee Digital:

Do you have a monthly minimum ad spend?

Many agencies do, so don't get caught off guard. Any agency should be upfront with their minimums if they have them.

What type of management is included with your management fee?

Learn everything that's included in your PPC management contract to avoid unexpected bills. As always, read your contract carefully before signing.

If we pay you for our ad budget, what happens to extra money, if we have extra spend?

Generally, you can expect this should be rolled over into the next month, but you should ask just to be sure.

Will I have access to the PPC account?

When it comes to creating and managing PPC accounts on behalf of clients, PPC agencies have two main options - requesting access to existing accounts or creating new accounts.

If an agency requests access to your existing account, you will most likely keep independent access which will allow you to view results via your own login. This also means if you decide to move on from the PPC agency you're working with - you will keep control of your account.

If an agency decides to create a new account, this often means you will not have independent access. Meaning, if you choose to leave the PPC agency in future, you risk losing access to the account altogether.

Here at Rozee Digital, we always ask for client account access - you remain in control of your Google Ads, Google Display or Facebook advertising accounts, even if you decide to stop working with us in the future. We have created a video showing you how to create ad accounts and give us access.

How do you measure success?

PPC campaigns are often measured by clicks, impressions and Click Through Rate (CTR). For many businesses, these numbers are irrelevant and not useful.

The quick answer is we measure success with Leads, Conversions, Conversion Rate, Cost Per Lead, Number Of Sales, Sales Rate and Cost Per Acquisition.

Rozee Digital measure success in different ways.

We provide you with results and develop KPIs which meet your commercial objectives. Attribution is vital when it comes to measuring PPC success. Without the right tracking, it can be impossible to identify the actual effects of paid advertising.

As an agency, Rozee Digital is always transparent and realistic when it comes to what can be achieved and what should be measured to see success.

Do you offer services across different PPC channels (not just Google Ads)?

Google Ads is not the only product or channel available to businesses. Google Display Network, Google Video Ads, Google Shopping, Bing Ads and Facebook Advertising are other popular channels you can use to reach target audiences when it matters most.

Rozee Digital team manage campaigns across many different paid channels including; Google Ads, Google Shopping, Google Video, Google Display Network, Bing Ads and Facebook Advertising.

In addition, we offer conversion rate optimisation and landing pages to help you get quicker results.

Will I have to agree to a minimum contract length?

Some agencies ask new clients to sign up to long-term contracts, varying from 6 to 12 months. This can be risky if you've never tried PPC before or are new to working with a PPC agency.



Rozee Digital only ever expects clients to sign a 3 month contract - to demonstrate the results in the first instance, then commence with a rolling 90-day agreement.

Rozee Digital is so confident with its abilities, we don't need to make money from clients buying long-term contracts - our clients want to stay with Rozee Digital long-term because we are good at what we do.

How often will campaigns be reviewed?

The way to a successful PPC is testing and learning.

Our PPC teams review campaigns on a regular basis; this can be daily or weekly depending on the type of campaign, traffic volumes and your objectives. All campaigns we set up follow a custom made strategy, to make sure you get the most from your PPC budget.

How are fees calculated for PPC campaigns?

Management fee structures depend on the PPC agency. Some PPC agencies work on a fixed project fee basis. Others charge monthly and some calculate a management fee based on a percentage of media spend.

Rozee Digital pricing starts from a fixed monthly fee or percentage of ad spend or fixed monthly fee + performance fee whichever is greater. We're 100% transparent with our pricing.

What is your focus as an agency?

Rozee Digital focus is hitting your business KPIs – making you more money.

What do you need from my end?

No matter your reason for going to a PPC agency, any agency is a team effort.

Normally access to your Google Analytics, Facebook Pages, Facebook Ads Account, Google Ads Account, and all emails from, contact forms or landing pages on your website, to be sent to our email address for reporting.

Sometimes the PPC agency will ask for your approval for ads or ad copy to make sure it's in line with your company.

An agency might ask you to create video ads for your product or ask for images and videos or speak to a member of your team to help with certain elements.

Remember, good communication is key.

When will I start seeing results?

Finally, it's always beneficial to ask when you'll start seeing results.

Keep in mind everything takes time. A PPC agency saying they'll provide near-instantaneous results, is most likely a fabrication of the truth.

Similarly, ask what happens if things aren't going right, i.e. if your results are not the ones you wanted. In this case, the PPC agency should have a backup plan to take care of this and other negative outcomes.

What does your campaign structure look like?

Campaign structure should be clear and easy to understand using grouped themes that focus on particular focus or intention. It should be easy to understand what each campaign's intent is just by looking at them on the dashboard.

The campaign should be customised to your business and its goals not using templates and cookie cutter strategies.

How proactive will you be when it comes to adding negative keywords and will you build a negative list before the campaign starts?

An agency should be adding negative keywords weekly or bi-weekly depending on the size of the account and how much is being spent.

Before any campaign starts an agency should have built a negative keyword list to filter out irrelevant traffic and to stop you from wasting money.

Even the best PPC managers will find search terms that come through that are complete garbage.

Will you review the search terms on a weekly and monthly basis?

Any agency should be reviewing the search terms on a weekly and monthly basis to update the keyword negative list and spot new keywords opportunities to help your account grow.

Do you use Google Analytics and Google Tag Manager? Why do they use these tools?

Answer for Google Analytics:

- Reconcile conversion data
- Analyse conversion paths
- Model Attribution evaluation
- Website optimisation

Answer For Google Tag Manager:

- Easy to install tracking data onto website
- Once installed do need to constantly ask web developer to make changes to website
- Implement better tracking

Final Thought

You know what they say – if you think hiring an expert is expensive, try hiring an amateur.

With the PPC landscape in a constant change of status, outsourcing PPC campaigns to an agency is the preferred method.



There are certain qualities each business wants its ideal PPC agency to own, but here are some must-haves you shouldn't compromise on:

- ▶ Find a PPC agency that cares as much about your bottom line as you do. Conversions, conversion rates and sales rate are important metrics. A good PPC agency should ultimately care more about your success than internal metrics.
- ▶ A proven track record, shown by results they've provided their clients is important. As is their experience in fields related to yours. Check if the agency uses several tools for management and reporting that support your marketing goals.

Hiring a PPC agency is one of the most important marketing investments you'll ever make.

You now know what to look for in searching for a rewarding, working relationship that fulfils your PPC wants and needs. Make that investment worth it, by hiring a PPC agency that's up to the task and best meets your needs!

Congratulations! You now have all the information you need to find the right PPC agency for your business; Let the sales start rolling in.

If you still feel like you could use some guidance, then we are here to help your business growth.



BOOK YOUR FREE PPC HEALTH CHECK AND 30-MINUTE STRATEGY SESSION

WARNING: Before you claim your free strategy session you must understand that this is only for people serious about rapidly growing their profits and have at least £1500/\$2000 per month to spend on PPC. Our goal is to maximise your sales. And to do that we need to grab your customers' attention, delve into their emotions and trigger those deep psychological triggers that make them want to BUY. If you are ready to kick your PPC into overdrive and skyrocket your profits...

**BOOK YOUR FREE PPC
STRATEGY SESSION NOW**