



How to Sign a **Win-Win Deal** With An Agency?



**A Guide That Saves Months in
Your Agency Hiring Process!**

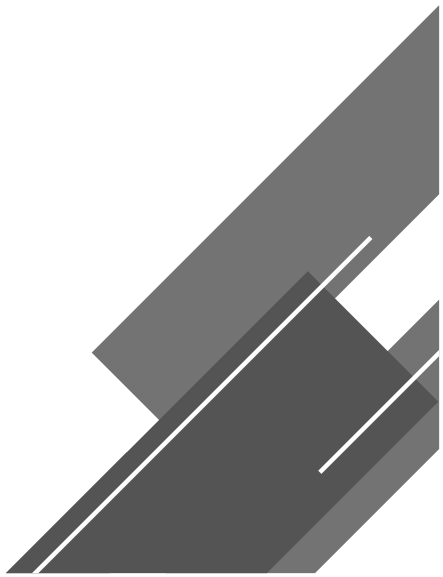


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Before Getting Started...

The design of this eBook is intentionally plain, and the **pages may feel a bit congested**.

The goal? To deliver the content as efficiently as possible, saving you time.

Hope you find it valuable!

1

Marketing Agency ≠ Business Consultancy

Check the list below to determine if you need a marketing agency in the first place.



Your business is currently not struggling to break even.



Google & Meta Ads are expensive, and you're prepared to allocate budget as much as your **competitors**.



In addition to your Ad Fund, you have a separate budget for consultants like writers, designers, and media buyers.



Most Important: You can deliver what you promise through marketing.

Some businesses that approach us aren't even ready for digital marketing. They assume it will be a game-changer and realize it's not after wasting their hard-earned money.

In such cases, hiring a marketing agency only adds to their problems, let alone helps them sign a **Win-Win Deal!**

2 Admit Previous Agency's Flaws (If Any)

THIS SECTION IS ONLY FOR SMALL-SCALE BUSINESSES.

CORPORATE PROFESSIONALS, PLEASE SKIP THIS PAGE.

Suppose You Hired the Wrong Agency...

And they wasted 30% of your budget.

Now, you've approached a credible agency.

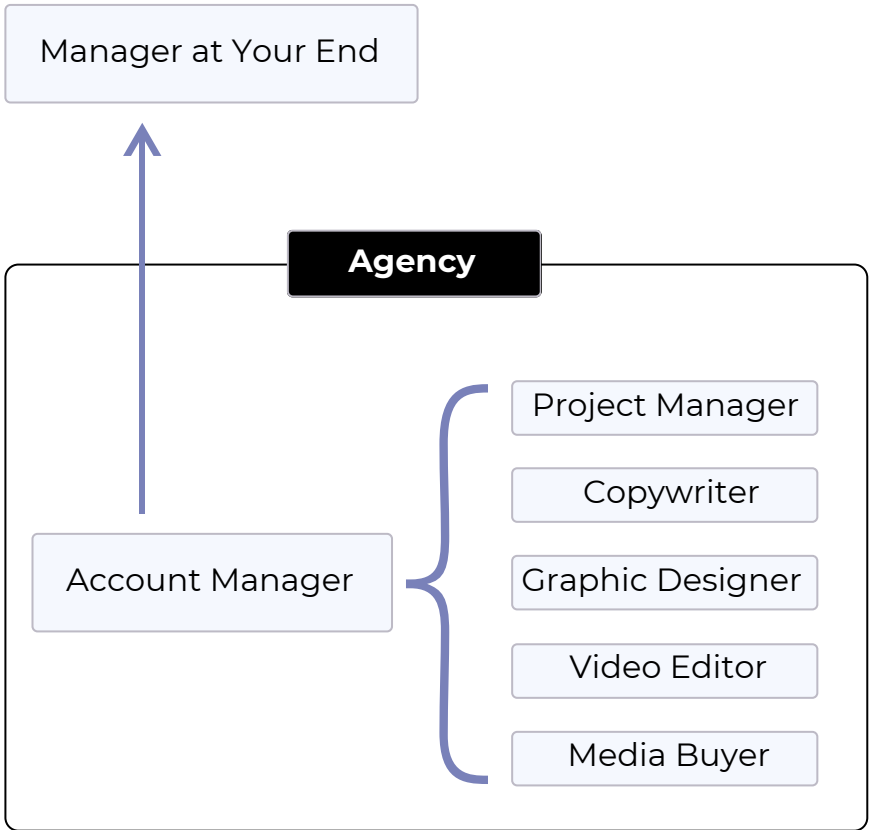
Expecting your new agency to lower its costs because of your previous agency's mistakes **may not work.**

Here is Why...

An agency that agrees to such a compromise is likely desperate for clients—**just like your last one.** And that's a red flag.

3 Your Manager 🤝 Our Team

If you're hiring an agency for the first time, here's a visual representation of how it functions...



Imagine!

How much more flexible would the agency's team be if your manager acts as part of the agency?

No explanation needed!

4

Trust the Agency's Operational System

- ✓ Your in-house marketing team is fantastic—no doubt about it!
- ✓ Your previous agency might have done a great job.
- ✓ You're skeptical about your next agency's capabilities. That's completely understandable...

But, Here Is The Truth....

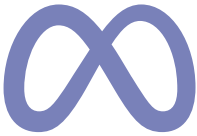
Neither your previous agency, your in-house team, nor any future agency will follow the same Standard Operating Procedures (SOPs).

So, How To Address This?

1. Hire an agency only if its **portfolio** aligns with your requirements.
2. Set targets and leave the **process** entirely to the agency.
3. For creative tasks, **collaborate** with their brief writer and account manager.

5 Get a Glimpse of KPIs

Unless you have a massive ad budget and don't mind if your agency burns through it, understanding Key Performance Indicators (KPIs) for each advertising platform is crucial.



Examples:

1. Google Ads Manager
2. Google Analytics
3. Meta Business Manager, etc.

By knowing what each metric means, you can easily **assess** your agency's efforts which leads to smooth communication between both parties.

Heads Up!

Some agencies specialize in **manipulating clients** who are too busy to track KPIs. Stay informed to avoid falling into that trap.

6 General Idea About Costs

If you've never tried digital marketing, this section is for you.

2 Areas You Must Prepare to Spend On



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graph TD; A[2 Areas You Must Prepare to Spend On] --- B[Ad Fund]; A --- C[Consultants]
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Ad Fund

The money spent on various ad platforms like Meta, Google, LinkedIn, etc.

Consultants

Talent hired by the agency, including writers, designers, media buyers, etc.

How Much to Spend on Ad Fund?

Base your decision on how much your **competitors** allocate to each channel to sell a similar offer.

How Much to Spend on Consultants?

It depends on the agency's **portfolio**, industry experience, and what other agencies with the same level of expertise charge.

It's as simple as that!

Found Useful?

There's even more waiting for you in our **1:1 session**, where we'll create a customized digital marketing blueprint.

Can you spare just **40 minutes** for all the clarity you need?



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Thank You For Scrolling Till The End!