



**7 Signs** Your Marketing  
Company is Costing You  
Thousands (Every Year)!

**Trust.**

You put a lot of trust in your marketing company.

First, you trust them to grow your business and earn back the money you put in — and then some. After all, when you invest in your business, it's with the expectation that your money will not only come back to you, but demonstrate a strong return on your marketing investment.

Secondly, and possibly more importantly, you expect your marketing team to be honest with you. If they can't show you results, if they aren't moving the needle, if they know they haven't grown your business — you should be able to trust them to tell you.

So, do you trust your current marketing partner to do both of those things for you?





In almost every case, the worst thing a marketing company can do for their client is *nothing*. Imagine that you paid a premium for service and expertise, and in return, your business didn't change. You could have kept that money in the bank and come out ahead for the year. That undesirable position is an unfortunate reality for some businesses.

We put together this list to help companies of all sizes identify the most common traits of a marketing agency that isn't treating them right — and very likely isn't earning them the ROI that's genuinely possible for their brand. Let's put your current agency to the test...

This list might not make you very happy. In fact, you might find yourself feeling a bit frustrated by the time you make it to number #7. It might not be easy, but it's worth it.

If this list gives you peace-of-mind with your current partnership, that's fantastic. On the other hand, if your current marketing company isn't earning their keep — and is possibly limiting your growth — then reading through this list couldn't be more important.

**Let's dig in...**

# 1 Your Monthly Marketing Reports Aren't Explained

Almost 100% of agencies that offer monthly marketing services provide some type of report — as a form of “proof” that their strategies are working. Whether their reports actually prove their point, is a different story though.

What do you think of your current marketing report? Is it a clear and succinct explanation of how their marketing strategy influenced your business over the past month — or is it a confusing numerical salad that it would take a master's level statistician to understand?

Sometimes agencies leave reports intentionally vague or never bother to explain the metrics they show. This is a clue that your agency prefers to keep you in the dark about the results their marketing is actually earning. Think about it from their perspective: if you were seeing exceptional growth, wouldn't your agency be excited about it? Wouldn't they go out of their way to make sure you see the value they bring you? After all, what could be better for THEIR client retention?

Simply put, the more your agency DOESN'T explain, the more obvious it is they don't want you to know and understand the results (or lack thereof) of their efforts.

## ANY Good Marketing Report Should Include the Following:

- ✓ Website Traffic
- ✓ Top Keywords
- ✓ Top Landing Pages
- ✓ Website Conversions
- ✓ Every Lead Tracked
- ✓ User Flow to Goal
- ✓ Leads Separated By Channel



### Key Takeaway

Providing and explaining the results of marketing is necessary to guarantee you're seeing ROI on your marketing investments. If your reports are an enigma to you, there's no way to know if you're losing money.

## 2 They Misdirect Real Questions into Industry Jargon

This one can be frustrating. You make it a policy to shoot people straight, and you'd expect any other business partner to do the same to you. Don't give your marketing company a pass. One of the surest signs of an agency that's losing you money is a hesitance, unwillingness, or inability to answer direct questions.

If you find yourself asking tough yet fair questions and getting a roundabout speech from your marketing partner, that's a sign that they are hiding something. After all, an agency that does this knows you're not a marketer, and they count on being able to deflect your questions by using buzzwords and industry jargon. While this industry is complex, there's nothing to be gained from making it seem MORE complicated.

For example, if you ask a question about how many leads a particular channel brought in, you shouldn't get a dissertation — you should get an exact number.

LOW-HANGING *Amplify*  
FRUIT *Unpack*  
incentivize!  
*Toward-Thinking*  
*Impact* MOVE THE NEEDLE!  
*Synergy* *wheelhouse*  
THINK OUTSIDE THE BOX!

### Questions You Should ALWAYS Be Able to Ask Your Marketing Rep:

- ✓ How Many Leads Did I Get This Month?
- ✓ How Do Most Of My New Clients Find Me?
- ✓ What Is The Most Effective Channel To Acquire New Clients?
- ✓ Who Are You Targeting With My Campaign?
- ✓ Is There Anything That Isn't Working, And Why?



#### Key Takeaway

Transparency from your marketing partner is ESSENTIAL — especially if they aren't performing to your expectations. Leaving a stagnant campaign floundering yet paying the premium retainer price can cost you tens-of-thousands over the course of several months.

# 3 You Don't Know What Marketing Services or Deliverables You *Actually* Receive

Paying for a year of marketing services isn't like other business expenses. It's not a new HVAC system that keeps the office cool on a 90° day, and it's not a roof repair that keeps your warehouse from getting soaked on a rainy day.

Marketing is intangible.

However, there are very real tactics and deliverables that make up every single effective marketing campaign. An agency that won't tell you what they do for you may be doing a lot less than you think — and growing your business a lot less than you'd like.

While you're too busy to examine every avenue of a multifaceted marketing campaign, if you want more details, you deserve them. Don't simply accept broad and ultimately meaningless explanations — get specific. Like you would when you're trying out a new mechanic, ask for an itemized list of the marketing services you're paying for. After all, if your marketing partner is spearheading a full-fledged campaign on your behalf, they should want you to know just how much they do for you, right?



For example, a company might say that they leverage social media to earn you brand awareness and new customers.

## But what specifically do they do?

Does your agency run a series of paid social media ads to introduce your business to ideal new prospects in your service area? Or do they post stock photos and captions a few times per month to your Instagram? Both of these could be defined as social media marketing; however, the first one earns you business, while the second one doesn't do much for you.



### Key Takeaway

As with any product or service, you need to understand the investment you're making. To ensure your marketing dollars are well spent, know what deliverables you're receiving and how they generate new business.

## 4 Your Marketing Company Makes Huge Promises



Marketers tend to be persuasive people — after all, it’s a related skillset for the industry. Just make sure they exhaust their persuasive powers convincing your audience — not selling you on their abilities and services.

If an agency will say anything and everything to win your business, you need to worry that you got sold. **Bold promises of immediate results are effective at sealing the deal but can leave you feeling burned when they go unmet.**

At WebTek, we often earn our clients the sought-after first position on page 1 of Google. However, we don’t make that promise in the meeting to sign new customers.

At WebTek, our integrated marketing plans earn hundreds and thousands of qualified leads every year for our clients. Yet we NEVER guarantee any specific number to close a sale.

Look for an agency that asks questions about how you want to grow — rather than making HUGE promises.



### Key Takeaway

Look for a company that asks questions first, rather than firing off a sales pitch.

# 5 Your Marketing Company Doesn't Track Your Leads and Show Them to You

This alone is grounds to start looking for new help. In the 21st century, almost all marketing efforts can be tracked digitally and reported back to you.

## So Why is This so Important? Two Big Reasons:

# 1

If your marketing company isn't tracking your leads, then how can you possibly know about whether you earned a return on your investment? You **NEED** to see the leads earned by different marketing campaigns and channels. This is non-negotiable for any multi-channel campaign.

# 2

If your marketing company isn't tracking your leads, then how can they possibly make the tweaks and improvements necessary to continue to grow your business? Examining the leads generated by individual channels and whole campaigns is a crucial part of ALL of WebTek's integrated marketing plans.

The conclusion is pretty hard to avoid. If your marketing partner can't or won't give you this information, it's time for a serious conversation. Either they don't want you to know what ROI you're actually earning, or they don't have access to these tools. Either way, they're not qualified to grow your business in the 21st century.



### Key Takeaway

Tracking and evaluating the results of your marketing is simple in 2019 – and crucial to ensuring your marketing is paying off.

## 6 They Try to Take Credit for Business You Earned Another Way

Some marketers have the belief that ALL business you earn while on their plan is a feather in their own cap.

We have a few words for that: **Convenient. Misleading. False.**

A tell-tale sign of marketing agencies that aren't worth their keep is one that tries to take credit for business you know had nothing to do with them. For example, if you've had a solid client relationship for a decade, and they always use your services once a year, your marketing agency CAN'T take credit for that business!

**Don't let them get away with taking credit for a professional relationship YOU nurtured.**

Once again, this point highlights the importance of having complete reports, easy-to-access dashboards, and open communication. If you catch your marketing partner making these claims, don't let it go — call them out on it.

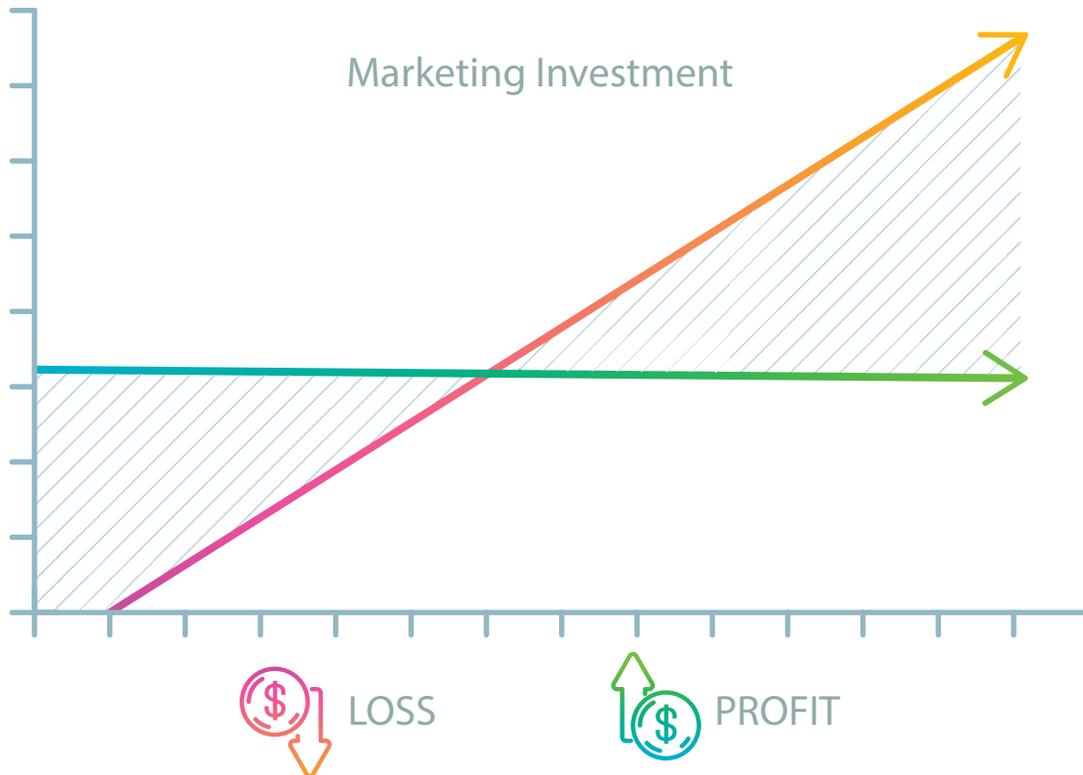


### Key Takeaway

Praise your marketing company when they earn you new business with their skills and expertise, but don't let them take credit for what they haven't done themselves.

## 7 Your Business Doesn't Grow and Seems Stagnant

This is the all-important one, isn't it? **You're investing in marketing for one reason: to grow your business.** If you know your internal processes are strong and that you are ready to grow, but new leads aren't coming in the way they should with your marketing campaign, you need to reevaluate...



If your business isn't growing, you can't keep pouring money into the same tactics that have left your growth stagnant. After all, what did we say is the worst thing your marketing company can do for their clients? **Nothing.**

This is something that you know when you look at your books at the end of the year — or when you talk to your accountant. If your investment in marketing keeps growing but your profit stays the same, it's a sign that you need a new partner who will get you the results you need, want, and have worked hard to earn.



### Key Takeaway

You invest in marketing for one reason: to grow your business. If you don't have results where you are, don't assume marketing will let you down - its just your current marketing that is.

## Get a Free Marketing Consultation with WebTek

So, you made it through the list. We hope that your blood pressure didn't spike too much! If you were considering your current marketing team's approach throughout this post and they passed the test, that's good — there are numerous great agencies to trust.

However, if you find that your marketing partner is guilty of more than a few of these signs, it might be time to bring your business elsewhere...

WebTek is a full-service Digital Marketing Agency located in Lancaster County, PA. What started as a strong website design company has transformed into a one-stop shop for everything you need to be successful online. Our skills, our competitive pricing, and our portfolio are why people have come to know WebTek as the go-to web company in the Lancaster area.

At WebTek, we begin every website and every marketing campaign with a conversation. We'd like to invite you to have a consultation session with our marketing team. Let's discuss where your business is now — and where you'd like it to be.

**Your Pathway to Success Starts Here.  
Talk to a Marketing Expert Now.**



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