



# How the Right Marketing Agency Can Help Grow Your Practice in 2020

Some private practice owners are happy with their advertising agency or in-house marketing coordinator, while others are wondering if they can do better. Here are some thoughts about how to evaluate your current marketing efforts.

## How Good is My Current Marketing Partner?

Evaluating your digital marketing efforts comes down to the three P's - People, Process, and Price. Are the right people working on your marketing campaigns? Are they using the right process? And are you getting the best value for the money you spend?

### **Here are some questions to ask your current agency or marketing coordinator:**

1. What is the cost to reach 1,000 people in your target audience?
2. What is your cost per lead?
3. Which marketing channel generates the lowest cost per lead?
4. Are you generating consistent leads through social media?
5. Which marketing message generates the highest click-through rate?
6. What is your website conversion rate?
7. What percentage of your leads are call-ins vs. web inquiries?
8. Is your marketing partner responsive when you call or email?
9. Which certifications does your marketing partner have?
10. Does your partner recommend new strategies, channels, and tactics without being prompted?

If you don't currently have a marketing partner, keep these questions in mind as you evaluate any agency you might consider working with. Don't be afraid to ask if they report on key metrics such as cost per lead and conversion rate, or if they only report on fluff metrics such as engagement rates and ad impressions.

# How to Evaluate New Marketing Agencies

If you decide to shop around for a new marketing agency, you'll want to get a feel for the people who will be working on your account. Smarter, more experienced people with a strong skill set win more often. It doesn't matter how big the agency is, or how much they charge. Who's working on your account? It's really that simple. The right people ensure the right process is in place, and skilled, experienced people are more likely to create value for your business.

**Here are some things to look for before reaching out for a conversation with a prospective new marketing agency:**

- What services do they offer?
- How long have they been in business?
- Do they showcase customer testimonials and case studies?
- How good is their work? Flip through their portfolio to get a feel

**Once you make contact with an agency, have them answer these questions directly:**

- Will they outsource key components of your work?
- Who will be working on your account?
- How long have they been in the industry, and how long have they been with the agency?
- Will the agency principals be involved? How?
- Can the agency project results based on your media budget?
- What is their process and does it make sense?

There are many other questions you should likely ask that are specific to your goals and objectives. Just keep in mind that who is working on your account is key to reaching those goals.

## Bigger Isn't Always Better

Keep in mind that hiring a bigger agency isn't always better. If you end up with a junior team at a big agency, or if your account doesn't get the attention it deserves because the team is focused on bigger clients, your campaigns will suffer.

At the same time, don't be lured in by agencies that specialize in private practices or the medical field. If an agency specializes in any one verticle your work is unlikely to stand out from your competitors. Marketing agencies that specialize like to apply the same formula over and over again. Even worse, they could be managing the campaigns for your competition.





# How the Right Agency Can Help

**When you identify the right marketing agency you'll want to stick with your team for years. They will be your true partner in growing your practice and will be able to help you:**

- Reduce your cost per lead
- Increase your number of leads
- Help you generate leads from a variety of channels (social media, Google, email, etc.)
- Generate a steady, consistent, and predictable flow of leads each month
- Identify your most cost-effective marketing channels to invest in
- Steer you away from marketing channels that generate a low ROI for you
- Share easy to understand reports that are fully transparent

In addition to all of the above, a good agency partner will be available to answer all of your questions in a timely manner.

([Check out our client testimonials](#) to see what other business owners say about working with the Green Dot team.)

## The Discussions to Have Before 2020 Arrives

Ideally, your marketing partner is talking with you now about your goals and objectives for 2020. Here at Green Dot we're talking with our clients about:

- The slow death of SEO for local businesses and how to get ahead of it
- How to use content to generate even more leads from social media
- Ways to get the most out of an existing email list
- Seasonal campaign ideas to increase leads during the slower months

Discussions around these topics are important because they help our clients understand why we are making certain recommendations. Together we discuss the successes of 2019 and how to expand on them in 2020.

If your current marketing partner isn't having these discussions with you, we would love the opportunity to dive in and help.



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Contact us today for a conversation.  
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