

16 Questions to Ask Before Hiring a Digital Marketing Company

1. Tell us about your business?
2. What kind of education, knowledge, experience and expertise do you have?
Check for technical and business background.
3. Do you offer web design and development services?
4. What internet marketing services do you offer?
Some companies can offer marketing services such as email marketing, Search Engine Optimization (SEO), Pay-Per-Click (PPC), etc.
5. What is the cost per keyword per month?
6. Can you guarantee first page placement of our company on the Google search engine, based on the keyword search?
7. Do you create any content for our type of business?
Some internet companies offer email marketing programs specific to vertical industries such as law firms, IT service providers, etc.
8. Do you offer blog posting?
Some companies offer content for your blog posting. They do the posting for you on a periodic basis.
9. Will you create landing pages for different marketing campaigns that we run?
10. What kind of statistics can you provide for email marketing?
They should provide you vital statistics for your email marketing such as open rate, click rate, bounce rate, unsubscribe rate, etc. with the names and emails of those who opened or clicked a link within your emails.
11. Do you offer social media services?
Some companies can help you with social media services such as helping you set up accounts and actively posting content on Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, etc.
12. Do you provide writing or copy editing services?
Many internet marketing companies have copy editors on staff that provide content writing for your web sites, emails, blogs, social media, etc.
13. Do you offer e-commerce web sites?
If you intend to sell your products and services on-line, make sure the company can provide e-commerce sites.
14. Do you provide graphic design, logo design and corporate branding?
Most marketing companies offer logo design, graphic design, and corporate branding such as flyers, business cards, brochures, etc.
15. What kind of guarantees do you offer?
16. Why should we choose you?
Check to see how they differentiate themselves from other competitors.

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