

# DIGITAL MARKETING

Finding the Right Digital  
Marketing Agency  
in the US



**DIGITAL-EQUATION.COM**

Digital marketing agencies are an increasingly important part of the digital landscape. Finding the right agency to help you achieve your goals is essential, but how do you go about doing that? In this post we'll look at some of the things you need to consider when searching for a digital marketing agency in the US and beyond.

### How to find the best digital marketing agency in the US

If you truly want to make the most of your digital marketing budget, then you should put in some research before hiring an agency. Here are some tips on how to find the right agency for your business:

- Look for a digital agency that is a good cultural fit. Just like with any other job, it's important to find an agency that shares your values and vision. As much as possible, try to get recommendations from clients who have worked with them before.
- Make sure they have the right skillsets and qualifications to achieve your goals. Having great ideas is one thing; executing on those ideas is another matter altogether! The best way to assess whether or not someone can deliver what they promise is by asking them about their past projects (and seeing how satisfied their previous clients were). If possible, ask for references from previous clients or contact them directly and ask about their experience working with this particular agency.



### Your digital marketing goals

Most of us have long since been familiarized with the concept of business goals. A goal is, after all, an end result that you aspire to achieve; it's something you want to accomplish.

A digital marketing goal is a specific, measurable endpoint that an organization wants to reach through marketing efforts. If a company wants to increase sales by 15%, for example, that's a digital marketing goal.

The first step in hiring a firm to help you reach your digital marketing goals is understanding what those goals are. It's easy to say "I need more traffic," but that doesn't tell the agency representative much about what you're looking for or how they can help you get there.

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If you'd like more traffic, but only to your landing pages so that you can capture email addresses and build an email list, then that's one thing (and it could be accomplished on your own). But if you want more traffic because it will lead to more sales or more qualified leads or more awareness of your brand and what you do, then the agency must know this so they can craft a strategy around helping you achieve those things.

Consider the following steps as you develop clear goals for your digital marketing activity.

1. **Know your goals.** Your digital marketing goals are the reason you're hiring an agency, so it's important to make sure everyone is on the same page.
2. **Define your goals.** Take the time to define and clarify your goals. How do you want the digital marketing to grow as a company?
3. **Prioritize your goals.** The time and budget generally do not allow for you to achieve all of your goals. So it is important to prioritize your goals so that the available resources can be properly allocated.
4. **Describe your goals in detail,** including what you want to accomplish and the expected results of achieving that goal. Be sure to include both short-term and long-term aims for yourself as well as for others who may be impacted by the changes you are making (for example, customers or employees).
5. **Set a timeline** for achieving each goal so that you can stay on track with all of them—and so that others know how much time they have left before they need to come up with new strategies or tactics if something isn't working out as planned! It's important not only because it helps keep things organized but also because sometimes unexpected obstacles get in the way of progress; having an idea of when certain milestones should happen will help keep everyone focused on completing tasks without getting distracted by unexpected delays or roadblocks along the way!

## Your budget

A digital marketing budget is different from a traditional marketing budget. While the two budgets can be similar, there are nuances that make it worthwhile to understand each one in detail.

A traditional marketing budget has these components:

- Media (print and broadcast)
- Experiential (events and sponsorships)
- Direct-to-consumer (email, social media, etc.)

A digital marketing budget includes these additional categories:

- Content marketing (blog posts and videos)
- Website development (re-development)
- Social media advertising
- Search engine optimization
- Search engine marketing (PPC)

Digital Marketing allows for greater experimentation. Because of this, the budget is usually less predictable than a traditional marketing budget. A digital marketing agency will need to get its clients involved in the process early on and work with them to create an ideal budget that can be adjusted as necessary to meet goals.

### What to avoid in your digital marketing agency search

Avoid agencies that don't have a track record of success. You should be looking for an agency that has proven its ability to deliver results for clients, not just one with a fancy website and unrealistic promises.

Avoid agencies that don't specialize in your industry or vertical. A good digital marketing agency should know the ins and outs of your industry better than anyone else, so they can help you reach your goals more effectively than someone who specializes in something else entirely.

Avoid agencies that don't have a process for achieving goals and measuring results – this is especially important if you're investing large sums of money with them on a long term basis (we'll talk about this more below).



# Finding an agency that can help you successfully achieve your digital marketing goals is so important – here's how to go about it.

Finding an agency that can help you successfully achieve your digital marketing goals is so important. It's not easy, however, as there are many different types of agencies and each brings a range of services to the table. Which one should you choose?

First, it's crucial to find an agency that can help you find the best way for them to achieve your goals. This means finding someone who knows the ins and outs of the industry – from content creation to social media management – so they know what will work best for your business and how they can get results fast (or at least quickly).

Next, look at their approach: Are they focused on ROI or just getting more eyeballs on their work? What metrics do they track? And finally: What do other clients say about working with this company? If there aren't any reviews available online yet then call some up right away!

## Conclusion

We're here to help you find the right digital marketing agency for your business. Whether you're just starting out or looking to expand, we can help. Give us a call today and let's talk about how we can work together.





# Your formula for online sales and marketing success.

**Digital Equation Marketing was founded on a simple premise: small businesses need a better way to compete in this new, digital landscape.**

**We exist to help small businesses who lack dedicated sales and marketing teams to grow their sales funnel by using cost-effective digital tools.**

**We believe that every company – no matter what the size – can benefit from the right mix of online marketing strategies.**

**Our team includes full-stack web developers, WordPress website designers, content writers, graphic designers, Google certified PPC and analytics managers, email marketers, and social media managers.**

**Whatever your  
can help you b**

**IG needs are, we**



Digital Equation Marketing