

Trade**Secrets**



Choosing a PPC Agency

Ensure your process is not too time consuming

- Consider kicking off the process with short “chemistry” meetings with agencies you’re interested in - this will allow you to refine your list
- Create a manageable process - if you’re sending out an RFI, don’t send it out to so many agencies that you become bogged down in sorting through them
- Be clear about your strategy for final pitch selection. Do you want to see a variety of different sized companies and approaches - full service/digital/specialist PPC agency? Or do you want to see how similar agencies approach the brief?

Be clear about what you’re looking for

- Clarity of objectives - what is the role of paid search in your marketing mix? What is the main metric you want to improve? What would success look like? What examples of success does the agency have in this area?
- If you are changing agency - where are they failing to deliver?
- Prioritise what attributes you’re

looking for from a paid search partner: are you looking for a generalist or a specialist?

Ensure you ask the right questions

- Can the agency provide details of past success? Are they happy for you to speak to their existing clients?
- How important is experience in your market sector?
- Remuneration - paid on performance or management fee?
- Do they use any proprietary technology? Have they won any recent awards?
- How long do clients stay with them?
- How will progress be monitored? Are they able to customise reporting and provide in-depth strategic insight?

Test for “fit”

- Do they seem to be people you’d like to do business with?
- How good is the cultural fit?
- How keen are they to work on your business?
- Who would be your main point of contact? Can you see yourself working with them?