

WHY USE A
DIGITAL
MARKETING
Company?



Beverly Taylor

Why Use A Digital Marketing Company?

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Best Digital Marketing Hub
by Beverly Taylor**

Why Use a Digital Marketing Company?

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Why Use a Digital Marketing Company?

Table of Contents

I. WHY USE A DIGITAL MARKETING COMPANY?	1
A. HAVE YOU THOUGHT THROUGH WHO SHOULD DO YOUR MARKETING?	1
B. DIGITAL MARKETING BASICS FOR BEGINNERS	1
1. Website.....	2
2. Content.....	3
3. SEM/PPC.....	3
4. SEO.....	3
C. PROS AND CONS OF OUTSOURCING	4
1. Pros and Cons of Outsourcing	4
2. General Pros and Cons of Outsourcing.....	5
II. SAVING YOU TIME AND MONEY	7
A. DOES A DIGITAL MARKETING ANALYST SAVE YOU TIME AND MONEY?	7
1. The Digital Marketing Analyst Brain Part.....	7
2. A Digital Marketing Analyst Saves You Time and Money.....	8
B. TOO MANY CHOICES FOR DIGITAL MARKETING CAUSES OVERWHELM	9
1. Too Many Choices Can Overwhelm You!	9
2. Overwhelm Causes Failure.....	10
3. Don't Get Stuck In Decision Paralysis.....	10
4. How to Combat Overwhelm	10
III. CHOOSING THE BEST DIGITAL MARKETING COMPANY FOR YOU	11
A. ALL YOU NEED TO KNOW ABOUT DIGITAL MARKETING AGENCIES	11
1. Search Engine Optimization.....	11
2. PPC or Pay-Per-Click	13
3. Content Marketing.....	13
4. Social Media Marketing.....	13
5. Email Marketing.....	13
6. Inbound Marketing	13
7. Video Marketing.....	13
8. Online PR.....	14
9. Marketing Automation	14
B. THE SECRET TO TOP DIGITAL MARKETING AGENCIES	14
C. WHAT IS A DIGITAL MARKETING SERVICE GUARANTEE?	15
1. Use The "F" Word To Be A Business Success	16
2. Giving A Service Guarantee Is Actually Impossible	16
D. KEEPING UNCERTAINTY TO A MINIMUM	17
E. WHY CHOOSE A MARKETING COMPANY VS HIRING FREELANCERS?	18

I. Why Use a Digital Marketing Company?

A. Have You Thought Through Who Should Do Your Marketing?

As an owner of a small business, you have multiple roles to play. Three main areas are providing your service or product, handling the finances, and marketing your company. You most likely started your business because of your love for your product or service. Most likely it wasn't because you loved finance or marketing, unless that's the service you provide.

Do you do all of your finance, accounting and tax preparation? Most likely you outsource at least some of this. For tax preparation, you probably don't want to learn about and keep up with all of the tax laws so that you can do your own taxes correctly. Most likely you have hired someone to do that because doing your own taxes is probably not your love.

Think of all the tasks you need to do to keep your business successful. Are you trying to do all those tasks by yourself? Do you really want to be a jack of all trades and master of none?

One necessary task that keeps your business successful is digital marketing. Digital marketing requires you to learn and regularly use the technical aspects and socio-psychological aspects of it. To succeed at promoting, marketing and advertising also requires being social. Are you doing your own SEO, SEM (ads), website, social media and email marketing? Even if you enjoy doing these, do you have the time, desire and training to effectively do them? Most commonly, business owners love to provide their products and services, but not do the technical work needed for digital marketing.

Just like you need to give your accountant information for him or her to do your taxes, you need to give your digital marketing company information to do your marketing.

B. Digital Marketing Basics for Beginners

You have an incredible product or service to sell. In your mind, the experience with this product or service changed your life. That's why you want to share it with the world. So,

Why Use a Digital Marketing Company?

how do you get the word out online to find others also in need of your helpful creation?
You start at the beginning using digital marketing basics.

Summarized Digital Marketing Basics

In a nutshell, digital marketing basics begins with the following:

1. Website
2. Content
3. SEM/PPC
4. SEO

As you grow your business, you add inbound marketing (aka sales funnels), email marketing, social media marketing and video marketing. You can activate these tools at any time. For now, let's simply review with digital marketing basics.

1. Website

If you had a brick and mortar store, you would start with a building. Whether you have a building or not, a website helps get the word out online about your company. Nowadays, a website is a basic necessity for ANY business wanting to capture online customers. Since people shop from their smart devices over 65% of the time, you really do need to include a website in your marketing tool bag.

Have you named your business yet? Consult with experienced marketing experts. They can help you publish your website using the right name for your target market.

When you use digital marketing basics, you save time, money and frustration by getting knowledgeable, expert advice. This begins by understanding your business and the DIFFERENCE in your business compared with your competitors. By promoting the DIFFERENCE that can only be obtained through your unique business, your business CAN succeed.

Online, your website will be your branded domain. Your proprietary brand makes you very visible. Creating a customized domain name for your website helps you rank higher in the minds of your ideal prospects. For this reason and more, your domain name needs to be easily recognizable for your ideal business fans. Consulting with marketing experts is a smart move. These experts help you avoid buying domain names that make you look

Why Use a Digital Marketing Company?

invisible online. You want a name to become favorably branded. Thus, the value in investing in consulting with marketing experts.

2. Content

The thing you'll publish on your website is content. Content includes images, videos and text (also called copy.) Highly trained writers called copywriters create a specific type of writing for your website. This writing helps your website rank better on Google. The more visible you are online, the greater your chances are for making sales.

Google wants to see contextually relevant content published on your website. That means if you sell waffle irons, you do NOT also want to publish content about anything unrelated to waffle irons such as galoshes. Galoshes are unrelated and bear no relationship to waffle irons. Since you DO want to be seen on page one in Google's online directory, investing in marketing and copywriting experts' services again, saves you time, money and frustration.

Also, content should always be updated, especially with blogs. Google doesn't like a static website. They want to see new information posted regularly. How often depends on one's industry and budget. But a good rule of thumb is once a week.

3. SEM/PPC

The fastest and most effective way to be seen by your ideal buying prospects requires business advertising. Online SEM (Search Engine Marketing) or PPC or Pay-Per-Click ads speedily gets your business name in front of the RIGHT people who already want what you offer. So, create an advertising budget. You'll need to invest regularly in some form of online advertising. PPC experts help you get the traffic you need by consistently optimizing the ads.

4. SEO

You've probably heard the term SEO. This stands for Search Engine Optimization. SEO involves many different steps to getting and staying connected to your target market. It is the language of connection online.

In conclusion, treat your website and its content like it is a living, breathing, evolving resource. You want to keep placing new information there to give people a reason to return

Why Use a Digital Marketing Company?

often. For this reason and more, your website, its content the PPC and SEO work you do needs ongoing work.

PPC ongoing work is consistently and regularly analyzing and optimizing the ads. SEO is creating backlinks every week. In order to keep getting “Google Love” it’s necessary to give Google what it wants. It wants to see consistent, ongoing, relevant new backlinks added. Just like your customers to whom you give what they desire, give Google what they desire. In return, they will keep ranking your website high up in internet searches.

C. Pros and Cons of Outsourcing

Let’s suppose that your company is a small business in need of marketing expertise. You realize you don’t have the time or expertise to do all of your digital marketing. You wonder if you need an individual freelancer or a digital marketing company. It can be confusing knowing to whom you should outsource in this situation; a freelancer or a marketing company. Well, there are pros and cons of outsourcing. Let’s talk about some differences between the two options.

1. Pros and Cons of Outsourcing

It could be helpful to start figuring out which choice is right for you by doing a simple exercise commonly referred to as the Benjamin Franklin Close. This famous man used his wits and figured out a simple yet effective way to make good decisions.

In the Ben Franklin Close, which is often used to close a sale (or make a decision) you simply take out a piece of paper and draw a line down the middle to make two columns. At the top of the paper, write out the situation clearly about which you currently feel undecided.

For our example, you will need two pieces of paper. At the top of one paper you would write, “hire an individual marketing freelancer.” At the top of the second paper, you would write, “hire a digital marketing company.”

Then, at the top of the first column on each paper, write the word “benefits.” At the top of the second column, write the word “negatives.” Then, start writing all the benefits of hiring an individual marketing freelancer and the negatives on the same page. Do the same

Why Use a Digital Marketing Company?

exercise on the other page about the digital marketing company. What is in your mind will suddenly start to become apparent to you for each choice. In this exercise you are making your customized list of pros and cons of outsourcing for your marketing needs.

2. General Pros and Cons of Outsourcing

What type of small business owner are you? Are you a scattered creative unable to focus easily? Are you more interested in developing a relationship with people yet unable to plan or organize well? Are you a perfectionist? Are you a quick thinker? If so, understand that your natural abilities are actually hardwired into your brain from birth. They offer advantages and disadvantages to you. Finding out what those are and using them productively can help you make the best decisions for the marketing help you need.

For example, being a quick thinker is a great quality in a business owner. However, not everyone can think at Mach One speeds.

If you expect everyone to have your rapid problem-solving gift, your expectations may be unrealistic for a lot of the rest of the world. In this case, hiring an individual freelancer with this same type of ability might be good for you. However, it might be good for you to keep in mind during your interview process to ask how quickly this person can problem-solve.

If you are a quick thinker, you might also be a “bottom-liner” as well. You want just the facts and people who get right to the point. If this sounds like you, keep your preferences in mind as you look for someone who can be your clone. However, use the “f” word (flexibility) when choosing any individual marketing freelancer. If nobody “gels” with you, the problem might be YOU. That’s where being flexible can help you best as you accept that no clones of you do exist. Better to change your expectations to something that gets you conversions (leads or sales) as you desire but with more flexibility.

Another consideration is your knowledge of marketing. If you have no idea about all the processes involved in individual marketing tasks, simply because you WANT something done fast may not get you the speed you want.

Remember, the unexpected will ALWAYS be an unpredictable factor when engaged in marketing. After all, marketing is highly experimental. It REQUIRES a lot of testing to see what your market likes.

Why Use a Digital Marketing Company?

For example, in online ads, your marketing experts are NOT mind readers. They CAN'T *exactly* know what's in the mind of your target market. Due to the thousands of variables, testing of ads MUST be done to see which ones seem most appealing to your market audience.

But wait! There's more! When interviewing a digital marketing company, not everyone on the team will have your gift of rapid problem solving and productivity mastery. The unexpected and unpredictable again WILL happen. Count on it! So, when interviewing the person in charge of the meeting and asking about the team members in a digital marketing company, it is once again good to use the "F" word in your meet.

When it comes to hiring anyone for marketing remember, you are hiring somebody who is experienced in marketing. It is a skill that either you CAN'T do or don't want to do because it exhausts you when you try to do it. Your experiences with marketing show you that you needed to hire those who CAN do marketing. You can almost always be sure they will be mentally and physically unable to go as fast as you imagine the marketing can be done. Efforts of even the TOP marketing experts will always be affected by the unexpected. So, keep all this in mind.

Understanding that "stuff happens" when it comes to doing marketing or ANY business task is inherently unpredictable. This fact, then, requires you to adapt to being reasonable with others who are doing all the experimenting with your target market audience.

Our main point is that it's important to use outsourcing in the way that best works for your business. At a minimum, what works best is for you to be positive without incessantly micromanaging people.

Marketers you hire have processes and are learning which ones work in the most appealing way for YOUR *unique* target market. Be kind to them. Show them appreciation and patience. After all, it benefits YOU to work WITH these pioneers for your business success. They are all part of a reason why your business will provide sales conversions if you all work together.

Other things to consider...

Why Use a Digital Marketing Company?

For some business owners, it's best to hire individual freelancers. You will individually manage those freelancers. Of course, being a project manager for your marketing takes you away from running your business. But sometimes this is necessary, especially when your funds are low.

For other business owners, it's best to hire a digital marketing company and let them do the project management and hiring/managing people. Micromanagers should NOT go to a digital marketing company. It often is too many people for a micro-managing perfectionist to handle.

If your company has a large enough marketing budget, you are better off hiring a digital marketing company. This team of experts already has the training, the experience and the innate gift to market. In the long run, it will be a better return on your investment to just let the experts do what they naturally do well.

Simply put, outsourcing is the movement of part of your workload to someone else. Work you outsource to someone else already trained and with the skill to do it well can be what helps you sleep well at night.

II. Saving You Time and Money

A. Does A Digital Marketing Analyst Save You Time And Money?

Here's an interesting bit about how you can use your brain as a business brain. In his book *The Creative Brain*, Ned Herrmann discovered that we have the equivalent of 4 basic living brain programs. These programs do specific functions. They are orderly planning, analyzing, creating and relating. We use each of these brain programs in everyday life activities including business. Today, I'd like to talk about the analyzing brain part and how a digital marketing analyst masterfully uses it to save your business time and money.

1. The Digital Marketing Analyst Brain Part

Imagine always knowing exactly what to do to be an instant business success. Wouldn't that be a wonderful dream to live? Well, the good news is that each of us has the potential to be that business success by using our brain's 4 team members (or 4 brain quadrants.)

Why Use a Digital Marketing Company?

Essentially, from birth, your brain is innately made of 4 basic ways of understanding and processing life situations. It's a brain team. Your brain's 4 quadrant programs help you make the best decisions for life.

Ned Herrmann's research reveals that each of us prefers to be an expert at using at least one of these 4 brain quadrant programs during life. They are our inner experts. Knowing we each naturally have at least one brain expert guiding us also unveils that none of us knows how to be all things at all times. This is why we need to be a team player, especially to run a business successfully.

When it comes to your online presence including your website content, social media posts, videos, etc., a digital marketing analyst helps you save time and money. As a result, he or she also helps you effectively make money. Why? Because this person has the training and skills to methodically analyze what's best needed to succeed in business.

You may want to be able to do all your own marketing. However, if you do not have a natural brain preference (or brain dominant preference as Mr. Herrmann calls it) for marketing, it is outside of your conscious awareness to have the ability or capability to develop this type of expertise. It's not that you WON'T develop the skill – it's that you CAN'T because your brain is unable to naturally think that way.

Understanding that no one can do ALL things is also why you don't want to try and be your own project manager for everything. In fact, science shows us we CAN'T be all the experts we need. It's a brain thing. That's why outsourcing is plain good business decision-making.

2. A Digital Marketing Analyst Saves You Time and Money

When you pay a digital marketing analyst to help you, he or she is already trained. This person naturally uses his or her innate analytical abilities to give you the details for the best marketing.

Hiring this expert saves you sleepless nights, headaches, and other stresses trying to make yourself do something you are not naturally *able* to do. Because you delegate this important task to someone who naturally can do it, you save yourself time. You can then use that time

Why Use a Digital Marketing Company?

to participate in YOUR natural expertise. Running your business. When you do what comes easily to you, it also saves you money.

Are you ready to make things easier on yourself as you run your business? Hire a digital marketing analyst to reveal what will work best to promote your online business. It will be a time and money saving move on your part.

B. Too Many Choices for Digital Marketing Causes Overwhelm

For your online business, there's no denying that you need digital marketing. We now live in a world with more mobile devices than people. Millions if not billions of people see businesses via social media. Therefore, digital marketing is a necessity. However, too many choices can be overwhelming when it comes to the business owner choosing how to market online. Keeping things simple still makes sense, even online to turn leads into new customers.

1. Too Many Choices Can Overwhelm You!

There are a lot of very successful marketing gurus. Too many choices can overwhelm you when it comes to choosing your digital marketing strategy. It can be highly complicated and overwhelming. The sheer number of things you have to cope with to be successful in the digital space is massive, with a seemingly never-ending list of digital marketing strategies, tools, and tactics with which to contend.

If things start to become out of control and unmanageable, this can ultimately do a lot of damage to your business...

You end up doing nothing.

One of the worst case scenarios is that your business becomes so overwhelmed with digital marketing that it all ends up coming to a standstill. If you want to be successful in digital marketing, you cannot afford to let this happen! Achieving real results requires a solid digital strategy, with consistent and sustained action over the long-term.

Why Use a Digital Marketing Company?

2. Overwhelm Causes Failure

When people feel overwhelmed, they often start to rush things. Rushing through any task causes standards to slip. Or, they may panic. They focus on all their other obligations and become immobilized.

Remember, your marketing strategy will be uniquely your own. Don't use bits and pieces from several expert marketers. They may not fit well together. It's important to stick with one main strategy until that one no longer serves you well.

A poorly implemented digital marketing strategy can be extremely damaging to your business; it can seriously limit your growth, damage the reputation of the company and ultimately mean that your results are not as good as you might like.

3. Don't Get Stuck In Decision Paralysis

What happens when you're spending lots and lots of time each day simply trying to keep up with marketing administration tasks? The sheer volume of things to do becomes so overwhelming that it leaves little or no time to focus on the strategic opportunities presented by digital marketing. To be successful, you have to stop being reactive and become more proactive. Also, making a digital marketing strategy overly complicated leads to "decision paralysis." If things are not working well for you, you may no longer feel comfortable making ANY decisions. This is what causes businesses to fail. Too many choices!

4. How to Combat Overwhelm

The best way to combat overwhelm is to have a clear digital marketing strategy that can be realistically managed on a day-to-day basis. If you've always got too much to do, you either need to be more realistic regarding what can be achieved and prioritize your strategies effectively – or you need to hire a company to help you. Recognize when overwhelm is becoming a problem and deal effectively with it. The success of your business depends on it!

III. Choosing the Best Digital Marketing Company for You

A. All You Need To Know About Digital Marketing Agencies

Digital Marketing Agencies are companies that advertise and promote your business using different online or digital (compared with published in print, radio or TV) methods for promoting and advertising your business. Digital methods include social media, websites, search engines, mobile apps, and emails.

In essence, the term digital marketing refers to all forms of online content that give the RIGHT type of visibility to your business brand. Digital Marketing Agencies create and publish the content online to get traffic comprised of your ideal prospects to visit your website or blog. The most effective digital content is SEO formatted.

Web content containing SEO keywords is text, images, and audio. These marketing communication methods are formatted in ways that greatly appeal to your ideal prospect and customer. Via vast experience and expert training, Digital Marketing Agencies know how to correctly create marketing content on your website using the language used by your ideal prospects and customers.

Digital Marketing Agencies know how to create SEO formatted content correctly. SEO web content contains words your ideal prospect already types into search engines. In other words, these terms are ones your prospects are thinking. When they think those words, they use those words in the search engines to look for your unique business.

Writing marketing content crafted in the correct SEO way makes your business stand out in the sea of businesses already doing what you do. This blog post focuses on the most commonly used digital marketing strategies that benefit those interested in standing out in the online arena. Those strategies include:

1. Search Engine Optimization

Often referred to as SEO, Search Engine Optimization is the process of optimizing a website to rank much higher in SERPs. SERP is an acronym that stands for Search Engine Results in (Google) Pages. When your website contains ONLY the most relevant information about your website's main topic, your site gets increased amounts of free or

Why Use a Digital Marketing Company?

organic traffic. The word “optimizing” means to make your page most contextually relevant to Google’s algorithms.

An algorithm is a software program. Google’s ranking algorithm contains specialized programming instructions about the specific criteria your website and blog must meet to get it (and keep it) on Google page 1. If you follow Google’s algorithmic criteria, you get increased organic traffic to your website because your website’s domain name is listed on Google page 1. It’s always good to be at the top of the list!

Google programmers have written their search engine program to look for words on your website and online posts that most closely match the central theme topics on your website. When your website and online published content consistently contain the same words in all the content you post online, **that relevantly matches with your brand**, Google’s algorithm judges your website and blog to contain contextually relevant information to the topic you promote.

In other words, if your website is all about dogs and only speaks about dog care, dog food, dog supplies, Google sees your website as being formatted in a contextually relevant way. Everything you’re talking about relates to one another and is all about dogs. Formatting your website/blog this way, you’re following Google’s rules to get you on page 1. However, most people don’t get on Google’s page 1 easily because Google’s algorithm judges their website as being contextually irrelevant and confusing.

For example, if in addition to talking all about dogs on your website, you also post content about wheel bearings, baseball, children’s asthma medicine, etc., these other things are irrelevant to dogs. For clarity, dogs don’t use wheel bearings, play baseball or give puppies children’s asthma medicine.

You want your website/blog to be seen as an expert or authority page, so it gets on the first page of Google. SEO formatted websites greatly improve their chances of getting a high Google ranking and on page 1 of Google. That is the real value of using accurate SEO techniques. You make your website contextually relevant, and Google rewards you for this with Google Love Page 1 Ranking Status!

Why Use a Digital Marketing Company?

2. PPC or Pay-Per-Click

PPC is where marketers drive traffic to a website. In PPC, when people click ads containing your ad, your website gets traffic. When it comes to Pay-Per-Click, Google AdWords and Facebook Ads are the most common options available.

3. Content Marketing

Content marketing is the process of creating and promoting content assets. When you use content marketing, you aim to increase traffic, generate brand awareness and sales leads, and win over customers.

4. Social Media Marketing

In social media marketing, marketers promote your brand and content on social media platforms. You use social media using platforms such as Facebook, Pinterest, Twitter, etc., to drive traffic, generate leads for a business, and increase brand awareness.

5. Email Marketing

Email marketing has become a useful communication tool for companies that have a large audience. Electronic mail can be used to promote events, discounts, and content with emails going directly into a person's email box. Email marketing is the online version of direct marketing, such as you get in your mailbox at your home.

6. Inbound Marketing

Inbound marketing is where marketers use a "sales funnel" approach. A sales funnel approach contained content specifically formatted and designed to attract, convert, close, and delight customers using the content they've published. Inbound marketing uses a sign-up opt-in to capture email addresses. Once captured, you use the email address to send marketing messages to the person who opted-in to be on your mailing list.

7. Video Marketing

Video marketing is the use of video in marketing a company or product. If it uses YouTube, that has an added value in improving SEO as Google owns YouTube.

Why Use a Digital Marketing Company?

8. Online PR

When you use online public relations (PR), you promote the image of a company or business. Online PR uses press releases, blogs, publications, and other websites. Online PR is not that different from traditional PR; the only difference is that it is online-based public relations management.

9. Marketing Automation

It refers to the use of existing software to automate marketing actions. The method of such software has become a necessity for most marketing departments as it helps automate repetitive tasks like sending emails, posting content on social media, amongst other website actions.

B. The Secret to Top Digital Marketing Agencies

Businesses everywhere want to know the secret to top digital marketing agencies. What do they have to offer? Uniqueness. The unusual. The different. It's that old adage that people like what's new and different. So, what exactly do successful agencies use to be unique and different? They use sound strategies that work for a client's target market.

Top Digital Marketing Agencies Partner With Businesses

A business resource is like a marriage partner. When you compatibly share common interests, you feel like you are supported in your commercial endeavor. Therefore, the secret to top digital marketing agencies is actually in how they can develop a meaningful business relationship with you.

Imagine your first encounter with the contact person at an agency. What was that like? If you don't know yet, think "connection." You are looking to make a connection with someone at the agency. Those connections are all about the personable relationship you are developing with that agency representative. If you don't feel comfortable the person is qualified to help you share your business solution, that is not a good partner. Instead, it is evidence you are incompatible with that person.

Why Use a Digital Marketing Company?

You know the “Dummies” series of books? They are for beginners in many fields of study. You are a beginner when you first look for a company to help you market. If that person can transform into simple words what you want to achieve, that might be the beginning of your good connection. On the other hand, if you feel like you are being minimized as you ask your thousand and one questions, that is NOT a partner. That is somebody incompatible to help you achieve your marketing goals.

Top digital marketing agencies are people in a company who are there for you. You are talking with people first, the company second. The secret to all good business is finding compatibility with the people at the agency.

To determine who would be a compatible marketing person for you, first consider what you need and the goals you want to create. Write them out on paper. This helps the marketing person know how to better determine if you and he or she might be a good fit.

Think of yourself as someone with one main goal in mind. What is that one main goal? Is it to sell your proprietary “green” car wax formula? Is it to provide training for military veterans on how to run their own business? Is it training women on how to write out a blueprint to selling a formula for a blissful marriage? Whatever that one main passion is, first identify it. Then, make the call with that marketing person. Ask that marketing person if he or she has more ideas to expand how to sell what you offer.

If you cannot verbalize the one main goal you want to achieve, that can keep you from working with one of the top digital marketing agencies. If you don’t know what you want to do in your business, how will they know what strategies to use to help you?

Basically, the secret to working with one of the top digital marketing agencies is YOU. Be clear on what you want to do in your business. Then, call and be ready to start connecting by using the baby steps an experienced marketing person suggests that can lead to you living your dream.

C. What is A Digital Marketing Service Guarantee?

What is a very common service business with which you probably engage every day? Meteorology. This well-known service business CAN’T guarantee the accuracy of weather

Why Use a Digital Marketing Company?

predictions...EVER. Why? Humans do not have complete control over atmospheric environments. Because humans CAN'T control all environments, meteorologists can't provide a service guarantee for their weather-predicting services.

Our relationship with the earth and what can happen while living here can't reliably, dependably or firmly be predictable because no human created the earth. The same holds true for any business. The goals a business intends to achieve are plans that can be used to see the direction the company desires to go. However, any action a business offers cannot be backed by a reliable service guarantee simply because unpredictable stuff can happen.

1. Use The "F" Word To Be A Business Success

It is can be necessary to use the "F" word when it comes to engaging in business activities. The "F" word is FLEXIBILITY. Though a business can strive to follow a well-intentioned marketing plan, sometimes the unexpected happens. When the unexpected happens, flexibility helps customers experience the best outcome of business activities.

2. Giving A Service Guarantee Is Actually Impossible

Legitimate marketing companies and virtually any business can't provide a 100% accurate service guarantee. If you find a marketing company that DOES provide a service guarantee, it's probably a scam. This is the #1 thing to watch out for when choosing a digital marketing company or doing business online anywhere. If they do NOT offer a service guarantee, that actually can be a good sign they are realistic and reasonable in their offer.

Offering a guarantee goes against the idea of inbound marketing and even the search engines expressly warn against issuing guarantees. In particular, Google has an official statement on this and it turns out that most of the businesses that offer guarantees are usually scams. Only people who are scam artists will promise you something that sounds too good to be true. For example, if an SEO company says they will guarantee a ranking on page one of Google, it won't be a common term that your ideal prospects are using to search.

Going back to a meteorologist's predictions, when it comes to predicting the weather, many factors are at play when it comes to the world around us. No consultant or business owner

Why Use a Digital Marketing Company?

can control unseen activities ahead. Therefore, no service business can ever guarantee a definite assured outcome in all things.

You understand that all business activities are actually based in customer or client relationships. No one can actually control people. Because people have free will, neither can any business market, advertise or brand themselves in such a way as to guarantee that their prospects/customers will absolutely be loyal to them.

Also, even though you may have a customer or client absolutely adore your product or service, that is no guarantee any customer will refer new business to you. Instead a business can only guarantee to clients that they will do their best to provide what they offer. Please keep these ideas in mind when you are promoting your own business or looking to hire an outsource agency to help you with your digital marketing needs.

D. Keeping Uncertainty To A Minimum

Why use a marketing company compared with doing all the marketing, promotion, advertising yourself? No one can be all things to all people. Though it's true you may be able to do an adequate job of marketing for your business, do you love marketing? If marketing, promotion, advertising, and computing is NOT your passion, why struggle, cause yourself unnecessary frustration and create headaches and heartaches for yourself? Our agency team members LOVE doing marketing. Our technical team members love doing programming. We work together to support your business. Because our team has your back and is here for you, we keep uncertainty to a minimum.

No business owner knows what the future will bring. That uncertainty can hold you back from making the best decisions for your business.

Fear is never a good motivator. Best Digital Marketing Hub (BDMH) professionals don't feel afraid in our work. We know what we are doing. We know our team members. We have processes set up. We work with passion! This is the best type of environment in which to work.

Why Use a Digital Marketing Company?

E. Why Choose a Marketing Company vs Hiring Freelancers?

When it comes to getting your marketing professionally done, you can hire a marketing agency (or company) or hire numerous freelancers. When you hire freelancers, you can find great talent to promote, market and advertise for you. However, you have to explain to them all your company vision and marketing plan direction and details. Also, you may have to pay each one individually. This can be time-consuming to educate and pay them all, not to mention the massive coordination between all of them.

With a team of independent freelancer workers, each one is their own unique expert. If that person gets sick or goes on vacation, you have to work with the time challenges or perhaps even find another worker.

When you hire a marketing company with experts all on the same team and at the same company, the project manager takes care of managing your entire project. Though a company cannot possibly guarantee there will be no need for flexibility due to unexpected challenges, he or she does the management in your behalf. Depending on their size, the marketing company will also have more than one staff person who can fill in when needed.

A marketing agency vets, hires, pays and onboards all workers. Additionally, the marketing agency project manager manages the staff, effectively manages each project, and ensures your project gets completed in a way that best helps you achieve your marketing goals.

Our agency is a one-stop-marketing-shop. This means we have a full marketing team that includes copywriters, programmers, web designers, marketing strategists, etc. This is an important convenience for you as you don't have to shop for all these other experts wondering if somebody unknown to you will be able to provide the experienced talent you seek. All of our team members work toward making your branded voice sound like YOU. This helps provide continuity of your familiar way of doing things with your customers. Continuity continues to provide the "know-like-trust" reputation your customers prefer.

So basically, the marketing agency takes on all the challenges you face and experience when you hire freelancer(s) to do the work you need done. A marketing company not only relieves you of "people and project challenge" problems, the company gets the job done.

Why Use a Digital Marketing Company?

Best Digital Marketing Hub provides experienced marketing talent at reasonable prices. Our team of marketing experts know what it takes to build your business. Each team member brings to the table unique experiences and skills. However, though we work well with our team members, should you want to hire your own freelancer for any of the work, please feel free to let us know as we respect whatever your choice is. We will work with any of your staff.

Do You Want to Know More?
What are the Next Steps?

**Make Money Even Faster When You Have a Digital
Marketing Company working for you!**

Contact us to see if we are a fit for your needs:

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