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Questions to ask

YOUR CREATIVE

Agency

mooch



Who will be managing my account?

One of the first things you should ask when you are considering hiring an agency is who will be managing your account. You will be interacting regularly with them and working closely alongside them on various projects.

Here at mooch, we always encourage our clients to pop in for a chat with their Account Manager to ensure clients are kept up to date with current projects, future plans, and to develop strong and successful working relationships.

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Who will I be working with?

Getting to know the wider team beyond just their capabilities and experience will be a great way of establishing whether there is a 'fit', and an ability to develop a healthy, long term client-agency relationship.

We always seize opportunities for clients to meet the wider team who will be working on your projects at mooch. We also think it's great for us to meet your team too!

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What are my responsibilities as a client?

Remember, you are entering a partnership and therefore as a client, you need to understand the agency's expectations of you. This will help you to understand how the agency manages projects and work.

mooch ensure that clear and efficient processes are agreed with our clients such as how briefs should be received, how the feedback and sign off process works and how schedules and deadlines are managed.

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How do you manage projects?

Agencies that implement platforms and management tools are likely to spend less time and money on project management and administration. The agency may have tools in place to manage client liaison, project management, reporting and invoicing.

We have a range of tools in place to help projects along the way and always ensure that our clients feel confident and competent to work with the tools and platforms in place.

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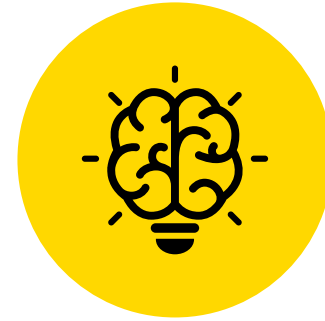
Who are your clients?

It is important to get a thorough understanding of where the agency's expertise and experience lies.

This will allow you to strike a balance between working with an agency that specialises and has experience in your industry, and avoiding getting a 'one size fits all' approach that applies to you, and everyone else in your field.

The best agencies will be versatile and develop proven and successful strategies for a broad range of industries and clients.

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What do you know about my industry?

Although it's nice to see proven agency results from similar businesses, you wouldn't want to limit your options to agencies that have only worked in your industry and possibly with your competitors.

Here at mooch, we believe that having our finger on the pulse at the forefront of your industry allows us to keep up to date and develop appropriate and unique marketing strategies.

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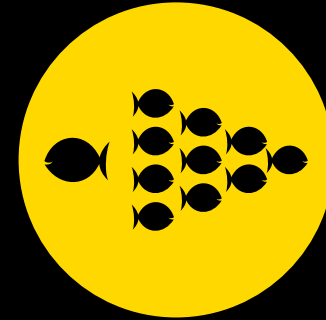


Can you illustrate past successes?

An established agency should have a portfolio of case studies showcasing previous work. Researching case studies, identifying the outcomes and looking at reviews and testimonials are great places to start your research.

After all, if they can't demonstrate past successes, how can they guarantee success for you?

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How can you help me stand out from my competition?

Great agencies will have the ability to devise a customised program of strategies to tailor to their individual client's goals and objectives to allow them to communicate their unique selling point.

At mooch, we pride ourselves on getting to know your position in the market and what your unique and differentiating offer from your competitors is to ensure we can successfully communicate this through all marketing material.

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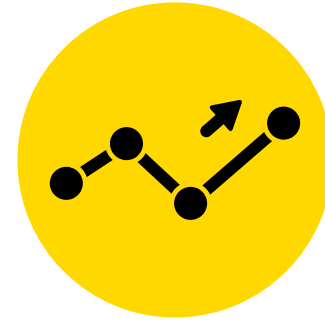


How will success be measured?

It is important that your agency of choice is able to measure various metrics such as traffic generation and conversions to help you to understand your return on investment (ROI).

Successful agencies will report on overall ROI and ROI for individual projects and tasks, giving you a break down of what works and what doesn't work so well.

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What is the process for reporting?

In terms of reporting, you need to ensure that you are not just going to be presented with an abundance of numbers that do not draw conclusions or show your return on investment.

Here at mooch, we will agree how often you will receive reports and in what format, ensuring that you can easily understand them and measure them against your key performance indicators, existing goals and objectives.

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*If you've enjoyed our little book
and are hungry for a dollop of more
wisdom, then fear not –
there's more where this came from.*

We're already working on the next edition of our Little Book of Marketing Hacks series, but if you're **just too** impatient to wait until we're done, why not drop us a line or chat with us online? We're a friendly bunch always willing to help.

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