

# Questions to Ask Your Marketing Agency



Questions for Builders to bring to your next meeting with your agency to help you feel confident with your marketing efforts.



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Most people we meet hate us... or at least, they hate the marketing and advertising industry! We see first-hand the smoke and mirror tactics of hard-selling advertising agencies making big bucks from small businesses.

Our goal is for builders to understand the marketing that is being done on their behalf and to feel confident it's in their best interests.

We designed the below questions for you to take to your next marketing agency meeting. We hope that the answers shine some light on what is happening with your marketing and help you make the decisions that are best for your business.

**What is the average CTR of my ads?** CTR or click-through-rate, tells us what percentage of people are clicking on the ads, if this is under 2% for Facebook, the targeting or creative needs work.

**Does my business own the ad accounts you are running ads from e.g. Facebook Ad Account and Google Ad Account?** As campaigns develop, you gather valuable data on what works. If you decide to move on from your agency and you don't own your ad accounts, you will be left with no data and have to start from scratch.

**How many leads am I getting per month and how many quotes are being sent and accepted?** If your agency are only reporting on impressions and website views you don't truly know what your return on investment is.

**What is my website and hosting log in?** You would be surprised how many businesses don't have access to these crucial accounts.

**How much of what I am paying is 'Ad Spend' and how much is your 'Service Fee'?** Agencies charge a service fee for managing ads, you should be aware of how much this is.

**What is the conversion rate of my website?** Your conversion rate is the percentage of users that contact you once on the site. If you are running ads to a website and this is very low you should be focusing your efforts on website optimisation.

**How many ad creatives are we currently testing?** You should always be testing something when it comes to digital ads, ideally your agency is testing a few ad hooks to see what resonates with your audience.

**Where are my best leads coming from?** Not all leads are created equal, if you don't know which leads turn into signed contracts and where those leads came from you're flying blind.

**Do you work on my accounts or are you part of the sales team?** It can be more efficient and helpful for your agency contact to be the specialists who do the optimisation work on your account.

**What are the terms of my contract?** Depending on what answers you're given to the previous question, you may like to check how long you are locked in for ;) Legally agencies can't hold you past a 30 day cancellation notice period.

*Got questions? We want to hear them. Head to [thearrowagency.com.au](https://thearrowagency.com.au) and get in touch with our team for a free, no obligation chat.*



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7. How many ad creatives are we currently testing?

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8. Where are my best leads coming from?

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9. Do you work on my accounts or are you part of the sales team?

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10. What are the terms of my contract?

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