

FAQs: What Small Business MDs Ask When Considering a Digital Marketing Agency

Cost & ROI

- How much should I expect to invest each month?
- What kind of ROI should I realistically expect from digital marketing?
- How do I know I'm not overpaying compared to competitors?

Strategy & Expertise

- How will you tailor your strategy to my specific industry and market?
- Do you specialize in small businesses or certain sectors?
- How do you ensure marketing aligns with my sales and growth goals?

Transparency & Reporting

- What kind of reports will I receive, and how often?
- Will I be able to clearly see where my money is being spent?
- Can you show me real results instead of just vanity metrics like clicks and impressions?

Agility & Execution

- How quickly can you make changes if I need to adjust campaigns?
- Do you test and optimize regularly, or just “set and forget”?
- What's your process for reacting to market changes or competitor activity?

Communication

- Who will be my main point of contact?
- How often will I hear from you — weekly updates, monthly reviews?
- Will you speak in plain English, or drown me in jargon?

Contracts & Flexibility

- Am I locked into a long-term contract?
- What happens if I'm unhappy with the results?
- Can I scale services up or down as my business needs change?

Ownership & Control

- Do I own the ad accounts, campaigns, and data — or does the agency?

- Will I have access to all platforms and analytics tools?
- If we part ways, can I keep all creative assets and data?

Experience & Proof

- Can you share case studies or testimonials from similar businesses?
- What results have you delivered for other companies like mine?
- How do you measure success beyond just traffic?

Internal Capability vs. Dependence

- Will you help train my internal team to reduce dependency?
- How do you balance what I should keep in-house vs. outsource to you?
- Could my business continue marketing effectively if we stop working together?

Risk & Accountability

- What guarantees (if any) do you provide?
- How do you handle campaigns that underperform?
- How will I know if your agency is actually adding value to my bottom line?