

How to Choose a PPC Agency

☐ Determine your goals

Start with these questions:

- Do you want to improve your brand or product awareness?
- Do you want to generate more leads?
- Do you want to increase sales and revenue?
- What is your expected ROI?
- What is your timeline?

☐ Set a budget range

Ask these budget-related questions to your agency candidates to see if they're a good fit:

- Is our PPC budget enough to meet our goals?
- Do you recommend that we use other strategies other than PPC with our budget?
- Will PPC drive the results we want and meet our goals?

☐ Look for PPC agencies through referrals and online search

☐ Evaluate your potential agencies' expertise and compatibility with your business

☐ Understand the agencies' pricing packages

Clarify with your candidates if they provide help with any of the following:

Ad creatives

Landing page optimization

A/B testing

☐ Discuss account access and transparency

☐ Discuss KPIs, reporting, and integrating PPC into your overall marketing strategy

Discuss with your potential hires the following:

Key performance indicators (KPIs)

Regular reporting cadence

PPC's role in your overall marketing

☐ Check their industry certifications and tools

☐ Read an agency's reviews and case studies

☐ Ensure the agency uses ethical techniques