



# hanapin marketing

*Using An Agency To Support  
(Not Replace) Your In-House  
PPC Team*

Data Driven Reach. Human Driven Impact.



# Using An Agency To Support (Not Replace) Your In-House PPC Team

## WHY USE AN AGENCY?

We hear it all the time. Clients are nervous to start a conversation with an external ad agency because they think it's the beginning of the end of their in-house marketing team. Or, more often, the digital ad specialists on the in-house team recognize that they could really use the help of a world-class agency, but fear that pitching the idea to their boss might mean pitching their own replacement.

At Hanapin Marketing, we feel the exact opposite should be the case. In every case one of the most valuable services a digital advertising agency can provide is to deliver much-needed assistance and focus to an in-house marketing team. An in-house team is often overworked, and can find immeasurable value in outsourcing complex, time-consuming tasks such as account structuring, keyword research and automation schemes to the experts who spend their days keeping up with the latest tactics. This gives the corporate marketing team more time to focus on strategy, analyzing, and attribution.

From companies that have incredibly robust in-house PPC teams to ones that only have one or two people running the whole department, there are various situations where an agency could help enhance your team and boost the success of the entire company.

Here are 5 situations that would necessitate staff augmentation through our PPC audit, retainer or full service management services:

- **There's a Problem**
- **Things Have Stagnated**
- **You Need More Time**
- **Your Team is Undermanned**
- **You Need Fresh Eyes For Fresh Ideas**





## There's a Problem

Errors happen, and an agency can help you spot and fix them over a short- or even long-term audit process. But more significantly, entire accounts might start to slip and, try as they might, the in-house team might not be able to figure out what's gone wrong. An in-house team's primary responsibility is to understand how their brand must be represented paid search, not necessarily to know the intricate details of PPC tools, tips and tricks. Imagine a team of 30 people whose sole responsibility is to know paid search as well as that in-house team knows their product list, mission statement or lead quality targets. You've just imagined an agency! Agencies come armed with an encyclopedic knowledge of the latest strategies and best practices, in addition to new insights into competitive advantages and marketplace changes that could be contributing to your account's problem area.

Partnering with an agency also gives you access to a roster of account managers who can jump on to help at a moment's notice, or in PPC's case – a large account problem's notice. Google, Bing and the other networks that host paid search advertising hold the ultimate power through feature changes, removals or additions, and these can cause wide-sweeping trouble in PPC campaigns overnight. Even with a flawlessly assigned and delegated in-house team, maneuvering through such problems can then cause other areas to go unmonitored and the downward spiral begins from there.

Don't let the problem get to you before you have the resources in place to tackle it. Find a thought-leading agency and get them on your bench so you're ready when the search engines or your account need a new offensive or defensive strategy.





## Things Have Stagnated

The nature of paid search is such that new features are rolled out rather frequently. The nature of paid search managers is to always be looking for the next thing to propel their campaigns forward. It isn't always a good time to pause day-to-day management to explore those new opportunities. Lining up with an agency to work alongside you and help uncover/implement those opportunities can help you maintain efficiency and growth.

Your brand may also be looking for the best way to expand, beyond just the paid search channel. Perhaps you're an ecommerce brand that sells a particular style of jeans and you feel as if you've tapped as wide a keyword scope as possible, ROAS is where it should be, but every attempt to increase budget to pull down more revenue via PPC results in diminishing returns. Maybe you're right! That small segment of your paid search program may be tapped out – but what networks are you missing? What other engines are there (possibly time intensive, but that's what the agency is for!)? Have you targeted large volume orders in your keyword coverage? These are just a few examples of how an agency can take your brand to the next level, not just in digital marketing – period.





## You Need More Time

Why not hire an agency on retainer to handle repetitive or tedious-yet-important tasks so you can focus on the bigger picture? These kinds of tasks can cause those new features mentioned above to be looked over as well, simply due to time constraints. Determine a list of tasks that are repeated each month and take 40 or more hours to complete, and then find a team you can trust to carry them out for you while you keep attention on those non-repetitive tasks. These could be things like ad copy writing, keyword research, campaign/ad group restructures or any other oft-repeated to dos.

Take a step back further and look at those things you or your team must do bi-monthly, quarterly, bi-annually or annually – how can you get help on those items? Not often enough do in-house teams utilize an agency as their second PPC opinion to the executive level. Many brands ask for quarterly business reviews for all marketing channels to determine if funds should be reallocated or if those funds are profitable in their current channels. The reporting that is required for those kinds of reviews are not simple and seldom are they even the same each quarter. Having an agency on board can help you through the quarter to gain the right data snapshots to start building those reports a little at a time, assist in unpacking any problem areas, highlighting where key progress has been made, and synthesizing all that information in an easiest-to-digest way possible. Plus, if you're doing a great job, it can't hurt to have a third-party stamp that work with approval!



## Your Team is Undermanned



In very unique situations where an integral in-house team member has left a company, an agency can fill that seat temporarily to make sure the paid search efforts take no steps back in the interim. Generally speaking, this is a team leader of some sort and the agency is able to not only jump in and assist with implementation of day-to-day activity, but also work on strategy and lead the team that remains. That gives your marketing team plenty of time to find the best-fit replacement for that missing team member, rather than rush to get someone in the position.

Even if the lost in-house team member wasn't in a leadership role of some sort or if no one has left period, it could be a strong proactive decision to have an agency there alongside the in-house team when inevitable turnover kicks in. Not only can the agency help along the way with small projects that your team needs help with, but it allows them to be 100% ready to jump in and fill that gap because they're already familiar with the account and its needs.





## You Need Fresh Eyes For Fresh Ideas

Every account could use a new perspective, or a fresh take on an old strategy. Paid search campaigns are the same as any other important project – if you want it to be truly successful, you need opinions other than your own. If you have a team of people, even they will collectively start to run out of creative juice from being too close to the project. If you're in lead generation, your management team may not be prepared to assist your company expand to promoting products offered via ecommerce (and vice-versa). You can forget to go back and check the basic settings in your account. Things get reset and despite being behind the wheel 24/7, we don't always know how.



### DON'T BE AFRAID TO WORK WITH AN AGENCY

The reasons why you might want a second opinion in your account are myriad, and a second opinion is exactly what hiring a digital ad agency can provide. The best agencies use this method themselves for their clients; if an account becomes problematic or slips too far from its performance goals, the account team can and should call on a handful or more other team members to help diagnose and review the account to crowd source the solution. Maybe that solution is something brand new to the account, but it could also be a couple of somethings that just got overlooked. In any case, an extra support system and back-up plan can only excel the goals and success of your company.

Hiring an ad agency doesn't have to threaten your in-house team, and we certainly don't expect it to. We've developed special processes and tight-knit working relationships with our clients over several years to know how working together benefits everyone.





## LEARN MORE WITH HANAPIN.

For help with your Paid Search Campaigns, or to talk to a paid search professional, contact us:

[www.HanapinMarketing.com](http://www.HanapinMarketing.com)

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Hanapin Marketing is a paid search agency based in Bloomington, Indiana. Founded in 2004, the company manages & optimizes clients' paid search programs—increasing sales while simultaneously decreasing budgets. From ad copy composition to keyword research to landing page optimization, Hanapin's core objective is to maximize our clients' return on investment.