



hanapin marketing

*12 PPC Agency Solutions
You May Not Know About*

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THE NUMBER OF AGENCIES OFFERING DIGITAL MARKETING SERVICES CONTINUES TO GROW EACH DAY.

From two-man shops to teams well in the hundreds, agencies offer a wide spectrum of solutions that can be difficult to navigate. As you open up the door to research potential partners to assist with your PPC (or maybe you've already selected one), consider how each agency may be able to tailor their offerings to fit.

Not every account requires the same solution, but how do you know which PPC program is right for you? Our team has explored the topic of selecting the right agency, and now it's time to outline some of the various ways you could work with that agency. Some options are obvious (outright management, for example), but there are a few you may not know about and combinations of these solutions open up even more doors of opportunity. Whether you're an agency yourself or managing your campaigns in-house – the possibilities are vast.



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1

SHORT-TERM FULL MANAGEMENT

This engagement option is probably the most traditional, in that you get full-time PPC management and you keep term flexibility. Entry-level contracts could have month-to-month or quarterly terms, allowing you to gain agency access and management but keep that management nimble if you need to make a change later.

2

LONG-TERM FULL MANAGEMENT

Typically speaking, clients are hesitant to jump in to long-term management agreements right out of the gates. This is understandable and it's exactly why most agencies offer those shorter-term agreements we discussed above. That said, if you roster on with an agency for a full year (assuming, of course, that they have gained your full buy-in of their capabilities through that time) you're giving them the opportunity to start planning strategies now for much further down the road. In other words, everyone is thinking long-term and how to strengthen the partnership beyond the next few months.

3

COMPREHENSIVE AUDIT

Audits can be incredibly useful solutions for those brands that have a few in-house team members who need a fresh set of eyes to hop in their account and send them off with some new ideas. There may be situations where this audit is also utilized to seek out a solution to a particular problem, not necessarily a full overview of opportunity in the account.

4

ONE-TIME RETAINER

The term 'retainer' is fairly well-known and understood, in that it means you are engaging an outside party to assist with a task or set of tasks that you cannot complete yourself. Utilizing an agency for a PPC retainer is the same thing. Generally speaking, retainer work is not intended to be management for a capped number of hours per month, but rather the agency being pointed in the direction of specific tasks or areas that need assistance by the account owner. A one-time option also allows you to get familiar with the work style of, not only the agency, but also a retainer's scope of work.



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ONGOING RETAINER

This theme will be present a few times throughout this list, but it's important to consider utilizing ongoing or recurring engagements with your agency of choice. Certainly this will be dependent on how much work or how many additional hands you need, however discounted pricing (from an hourly perspective) almost always accompanies ongoing relationship agreements versus their one-time counterparts.

6

RETAINER TO MANAGEMENT

Perhaps you have never engaged an agency previously, but you realize that need is approaching. You're hesitant about whether someone outside your company's structure will understand how to drive the right performance, however you need to start finding out. Have you considered a one-time retainer to begin getting acclimated to an outside source, then rolling in to full-time management from there? This can be a solid easy entry point and can also give the agency more time to become familiar with your company and needs before completely taking over.

7

TOOL ACCESS

The truth of the matter is that agencies can and do get access to versions of tools (or prices for those tools) that individual advertisers or smaller agencies cannot necessarily get their hands on. Seeking out an agency that does have access to those tools (their proprietary tools, call tracking, landing page testing software, bid management platforms, etc.) can be a quick way to eliminate that lack of resources. As is the case pretty much across the board, this may take the shape of a single flat fee you pay the agency for just the tool, or fold it in as part of a retainer or management agreement.

8

TOOL SETUP

Paid search requires a lot of moving parts, and many times there are tools the current management could handle the ongoing maintenance of, but are unfamiliar with setting up start to finish. Yet again, you're looking at the potential to roster on with an agency and use their expertise to get the tool or feature set-up (same list as above but add URL tagging/tracking and other similar items).



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ONE-TIME CONSULTATION

Let's say you're managing a smaller account or you have one particular issue you need looked in to by someone other than yourself – an hourly consultation option could be the perfect fit. Depending on the situation, this could be a small block of a few hours or one hour only. Either way, you're looking at a phone call or maybe a screenshare where an Account Manager digs in to your account or the specific area of interest in a live consult environment.

10

ONGOING CONSULTATION

Keeping the consultation rules of engagement from above in mind, there may be opportunities to gain those small buckets of insight on a more frequent basis. Not only could your agency more than likely provide some discounted pricing for an ongoing consultation, the account will continue to get outsider insight, hopefully providing ideas that the day-to-day manager hadn't considered.

11

RECURRING AUDIT

Again, we're still thinking in the same vein as the comprehensive audit outlined previously – simply in an ongoing manner. The recurring nature likely lends itself to not only in-house account teams, but would probably have to be for fairly high budget situations. Comprehensive audits can be a bit pricier as a one-time occurrence given the amount of information and opportunities that are presented. If you look at a recurring option with your agency however, they may be able to apply some discounting to subsequent audits.

12

TEMPORARY STAFF AUGMENTATION

A staff augmentation solution is somewhat retainer-like, but it can take a slightly more involved role. Dependent on the brand or the role to be filled, the agency could even send personnel to the client's office to physically fill in and be present for the retainer work.

WHICH COMES FIRST, THE SOLUTION OR THE AGENCY?

What we have here is a 'chicken or the egg' debate, because which comes first – choosing the solution or the agency? We would strongly encourage you to start the "what options do you offer" portion of the conversation with any agencies you're engaging during your search. Then if you find a solution that really fits, you can discuss with your selected agency what you need; or you can be sure to choose an agency with a wide range of options to choose from, so you keep things flexible.



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