

Why Hire a Digital Agency



As the Internet, apps, search engines and mobile devices become a bigger part of our lives with every year, reaching and engaging audiences on their digital journeys is critical.

Retailers, insurers, food and beverage providers, universities, news services, manufacturers and more are turning to digital marketing and advertising to promote their products and services. These businesses and others like them have found that connecting with prospects and customers online is the path to success.

While many businesses have successfully made the transition to digital marketing, some are finding this more of a challenge. They have either put off implementing a digital strategy or they have put their toes in the water but aren't sure about the next steps.



Because digital marketing is constantly evolving, the learning curve is steep, presenting challenges for all brands. Sometimes getting some expert help is the right move. Here at Geary LSF, we are often asked about the pros and cons of hiring a digital agency. Here are five reasons why you might want to consider it.

1. You don't have the expertise in-house.

A typical digital agency gives you access to a [team of specialists](#) including strategists, brand managers, creative directors, copywriters, graphic designers, web developers, social media experts, and paid media planners to help you execute your marketing professionally. These are talented, knowledgeable individuals who are driven to work for an agency where they can fulfill a variety of challenging assignments for different clients in different industries. Rather than having to find and hire all the people with the skills you need in-house, an agency can create a team that is perfectly suited to your goals and manage them throughout the project.

1. You need better results.

The return on your marketing spend is the bottom line. Are you getting the results you need for the money you're investing? Is your business growing or flat lining? Determining your ROI means tracking, measuring and analyzing the right actions. Improving ROI requires the ability to act on those insights and optimize campaigns for better results. Unless you can both [set up the proper analytics](#) and implement your findings, you will not be able to achieve the ROI you need. An agency that has the sophisticated techniques needed to match the right channel with the right message and the right audience can help you achieve conversion rates, campaign performance, and the highest ROI possible.

1. You're too close to your business.

A digital agency that has [clients in a variety of industries](#) brings a wealth of experience gained from observing and implementing campaigns across fields. It offers an "outsider" perspective that includes fresh ideas and strategic advantages you may not be aware of. Its experts have seen what works and what doesn't with a variety of brands, audiences and categories and can apply that insight to your customers, saving you time and money. They know the pitfalls to avoid and can make recommendations drawn from a much broader pool of knowledge than an in-house team devoted to a single industry, freeing you up to focus on your core business.

1. Your marketing is inconsistent.

Do some of your campaigns seem to work better than others? Does marketing lose steam when your team gets busy with other projects or at certain times of the year? Do you feel like your brand has a stronger presence on some channels than on others? A digital agency acts as your strategic partner, planning, coordinating and executing all aspects of complicated marketing campaigns across channels. It also oversees all stages of the marketing cycle including research, branding, marketing plan development, and creative services. This oversight creates brand and message consistency across channels and ensures

