



10 Critical Questions to Evaluate Your Digital Advertising Provider

10 Critical Questions to Evaluate Your Digital Advertising Provider

Deciding how to resource your digital advertising is one of the key, upstream decisions that will make or break revenue goals for a multi-location business. Can your internal team handle it? Is an agency the obvious answer? How personalized should your ads be for each market? Should you be using a technology tool to scale at the location level?

There are so many channels, so many potential strategies, and so many providers, that the task can feel overwhelming.

And that's what creates such a dilemma for marketers – how do you know who to trust? Is your current provider keeping up with changing market dynamics, or are they flailing behind the scenes?

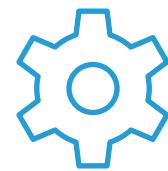
Multi-location businesses that need to run campaigns for multiple locations on multiple channels require a far more systematic approach and a unique combination of experience, capabilities, and technology to handle the complexity.

To help your decision-making, Netsertive has 10 questions for you to consider during the critical provider diligence process. These questions will help you gauge the capabilities, experience, and skill set of any agency or provider.

Ultimately, if you choose the right partner, you'll have a team you can trust to give you and your location stakeholders a competitive advantage.

1

How do you set-up and manage my campaigns?



For a multi-location business, campaign structure is a key decision that will impact your strategy and optimization plan. If your enterprise depends on the success of individual locations, it's crucial that your digital advertising partner's strategies and tactics provide the data and outcomes that support these locations.

As an example, if you're a services oriented business, relevant leads generated from form fills and phone calls may be your objective. You'll want to confirm that you can discreetly tie your location budgets and digital advertising tactics to your locations and these associated objectives.

While this may sound like common sense, most agencies and internal teams run overly generic campaigns, adding location keywords and watering down your analytics. The right approach is far from commonplace, requiring significant set-up time, or a technology platform to automate the process of scaling campaigns to the location level.

2

How will the campaigns perform?



The provider or agency should always be able to provide you with outcome estimates based on channel data, similar businesses, and case studies that are relevant for your business profile.

Just as your customers have specific expectations of you – and won't think twice about holding your feet to the fire through their buying decisions – so should you with any provider or agency. When you enter into the relationship knowing how they've performed in similar circumstances, you'll have an extremely useful gauge to project your performance.

3

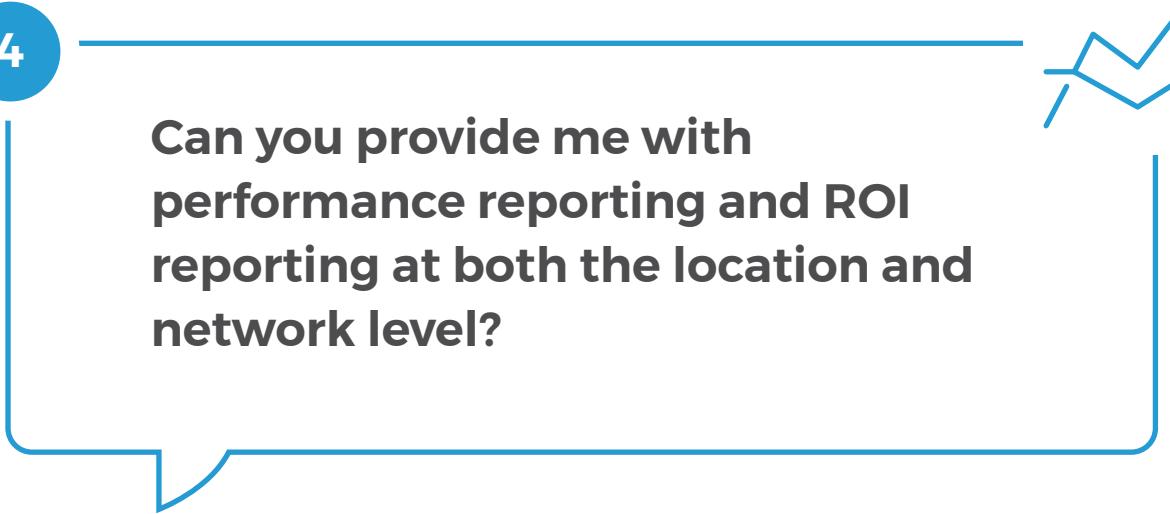
Do you localize campaigns and ads down to the location level?



Should you use the same campaigns and ads for your Buffalo and San Diego locations? That decision will set your strategy and determine your success. Your locations are like snowflakes – no two are alike. A localized approach to your campaigns based on location and target market dynamics delivers the highest conversion rates for less ad spend.

When done right, localized advertising applies brand-compliant messaging and creative to inform everything about the campaign – from ad content and budgeting to channel allocation, bidding strategies, and audience targeting. Thus, if an agency isn't optimizing your campaigns down to the location level, you're wasting budget that could otherwise go toward far more targeted campaigns.

4



Can you provide me with performance reporting and ROI reporting at both the location and network level?



If an agency isn't reporting at both the location and network levels – with your key conversions and return on ad spend front and center for each – then you'll perpetually be asking yourself if you're getting the impact you're paying for.

Ultimately, your provider must be able to demonstrate how its performance helps drive your bottom line and how they're efficiently using your ad spend. From our own experience, many businesses do not have a clear understanding of their advertising ROI, usually due to limitations in their campaign strategy and technology. The proof is in the ROI pudding, though, so unless your agency can identify, analyze, and convey your return by location, you won't have the data to grow your business.

5



How many in-market shoppers are my competitors capturing compared to me?

The data available to answer this question will change with your industry. If you're in the automotive vertical, for instance, your agency should be able to track how many units your competition moves in a month based on DMV registration data.

For a chain of dealerships, this data is critical in revealing how your locations are capturing marketshare. If you find that some locations are falling behind, then it's time to revisit those local campaigns and see where you're missing the mark. Oftentimes, there is a metric equivalent to competitor intelligence for other industries as well, even if it's simply based on the Auction Insights report in Google Ads.

6



How do you quickly respond to market changes?

Consumer needs and expectations change constantly, and with different dynamics driving your many local markets, agility is your greatest asset. But is your agency able to recognize those whirling variables, strategize for them, and implement effective campaigns to capture demand? Nothing goes stale as quickly

as a time-bound promotional campaign, where even a slightly outdated reference or image could mean losing business to a competitor.

But beyond promotions, your entire approach needs to be nimble and forward-looking. An effective provider must identify those evolving needs and change the messaging for each of your locations on the fly.

7



What percentage of your business is focused exclusively on digital advertising for multi-location businesses?

Multi-location advertising requires a unique set of skills and experience. If your agency doesn't have that specific expertise needed to successfully market each of your locations, then you need to ask yourself if they're the right agency for the job.

If your agency doesn't have the background and technology to drive engagement for each of your locations, then it's probably time to look elsewhere. The ideal agency will have intimate knowledge of your industry, significant experience with brand-to-local business models, and understand what an effective, customized strategy for every location needs to maximize ROI.

8

How do you ensure brand consistency across locations?



You invest time and money into building your brand. How can you continue to build that brand equity at the location level where it is easy for local stakeholders and agencies to launch campaigns that don't align to corporate standards?

While co-op requirements and refund controls offer a defensive approach, getting ahead of this need with a strong corporate brand strategy and location enablement plan is even better. A well executed, localized ad program takes providing brand compliant creative and messaging with the ability to easily localize them for each location.

9

Does the marketing mix you use in my campaigns include the channels and networks I need to reach the largest target audience possible?

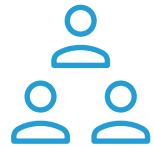


It's a big, digital world out there, and an entirely Google-centric approach to your paid media means you're missing out on channels and networks that could very well be instrumental to your success. If your agency isn't using a well-rounded marketing

mix, then there's a good chance you're not engaging entire portions of your target audience. [A multi-channel strategy is essential](#) to reach prospects and nurture them into your new customers.

10

Do you use the right technology and tools to create industry-specific, custom audiences?



Consumer research patterns and behavior that indicates buying intent will vary by industry and location. With so many keyword strategies, audience targeting options, and retargeting strategies available, trying to manually keep up with the differences between your locations is a monumental task, even for an exceptionally capable agency.

That's why it's imperative to use the right set of technology and tools to create custom audience segments and manage your targeting. Otherwise, you're relying too much on similarities between locations that don't account for those critical differences within your audience.

Choose Your Partners Wisely

It's very easy for an internal team or agency to get overwhelmed with multi-location advertising. The most common resolution to this complexity is to not truly localize campaigns, which means generic ads and bland results.

The bottom line is this – every partner and provider within your strategy needs to be up to the challenge. They need to have the experience, playbooks, and technology to drive you and your company forward. And just as importantly, as the market becomes increasingly complex and segmented, technology must play a central role in your multi-location advertising. Because without it, there's just no way to stay connected with an audience spread out across your target markets.

And that's why Netsertive exists – to provide you with that intersection of technology and multi-location experience needed to maximize ROI at the local and network levels. Your ideal, local advertising program is possible, as long as you have the right partner leading the way.

Interested in learning more?

[Contact us](#) to discuss your business with our digital marketing specialists and learn how to capture your market demand. You can also learn more at netsertive.com.

