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4 Questions to Ask your Advertising Agency by Harry Tan

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Advertising is a huge investment for small and big companies alike and enlisting the help of an agency will not only make things easier but it will also give a bigger chance for success. This is extremely important for those who are new to outdoor advertising and who have absolutely no clue on what to do. There are a lot of outdoor advertising-related agencies and media owners out there to choose from but the fact that there are a lot may make it more difficult to choose the right agency or media owner for you. So before committing to anything or anyone, it is important to do a thorough investigation to make sure that you will be making the right decision and this definitely applicable for your outdoor advertising campaign.

1. What is the credibility and trading history of the agency?

The first question an advertiser should ask should be about the credibility and history of an advertising agency and it is also the most important. Awards may not ensure a successful campaign for a new client but it will definitely show how professional and capable the agency is. Just like in job interviews, knowing the track record of the person or company you will be working with is essential. The agency should be able to show their capabilities through their past performances.

2. Does the agency have enough experience in dealing with your industry and type of audience?

It is also important to know whether the agency you will be working with is experienced enough in dealing with clients in your field of industry and your type of consumers. It will be helpful to know that your agency knows what they are doing. Experience in outdoor media will also mean that they are knowledgeable and skilled enough to provide solutions for your outdoor advertising needs.

3. What are their creative design skills like?

Creativity is an important part in an advertisement. It is also part of what makes an advertisement successful and effective. Make sure that the advertising agency you choose has what it takes and is skilled enough to ensure success for your campaign. Get in touch with the agencyâ€™s creative team to know whether their skills match your needs.

4. Are they good negotiators?

But what makes and advertisement really successful is their ability to provoke consumers and having that call to action. That is why your agency needs to have negotiation skills as part of their resume. The advertising agency you choose should be able to know how to effectively persuade your customers and potential customers in buying your product. Otherwise, you may have a pretty and good looking advertisement that does not generate profit which will only result to you wasting your money.

Choosing the right agency from several advertising agencies out there requires job interviewing skills on the advertiserâ€™s part. When making a huge investment, it is important to make sure that you make the right one.

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