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What to look for in an advertising agency by [Harry Tan](#)

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Advertising can do wonders for a business but the problem is, is that it costs a lot and most businesses have no idea how to go about it. Don't worry, because that's what advertising agencies are for. They have teams of professionals who can share the knowledge and expertise they have to provide solutions to your advertising needs. But how do you choose the perfect one among numerous Marketing And Advertising Agencies out there? Finding the right advertising agency is like looking at a pack of diamonds and choosing which one is the best. They're all precious. Some may be bigger and more expensive than others but how do you know that it will suit you? So before you pick an advertising agency, make sure to look for the following criteria:

1. Size

When looking for an advertising agency, you have to know that size does not matter. Big doesn't mean necessarily better. An Ad Agency that is really big and popular is more likely to put larger clients as their top priority. Instead of going to the biggest and most popular, hire an agency that is interested in the creative challenge that your business offers or one that is really interested in working with you for a long time.

2. Their work

Every advertising agency will talk about how creative they are and how many awards they have won. But those things aren't really important. Instead of listening to them go on about their achievements, take a closer look at some of their prior work to decide whether their particular brand of ideas is what your business needs. Find out how their work has helped build their clients' businesses.

3. Capability

Make sure that the advertising agency is able to provide all the services you need and these include print, media, internet, and also direct marketing and public relations. Enquire about their infrastructure. Do they own their own studio or do they outsource? Do they have a lot of connections and contacts that will help you with your media buying activities? Choosing another advertising agency can be time consuming so make sure to choose the one that can offer you all you need.

4. Measurable results

Ask the advertising agency if they can guarantee you a certain impact and it should not be limited to a rise in sales alone. Increased brand recall and customer enquiries are also an important part of building a campaign.

5. Fee

Advertisement Agencies can cost you a lot of money also so make sure that you assess what the agency is charging and when. Some might work for a success fee and others stick to traditional commission or flat remuneration. Make sure that you can actually afford an advertising agency and that it fits your budget.

6. Chemistry

Advertising requires a lot of communication skills and this also applies to working with advertising agencies. It's important that you are able to work with your agency and that you understand each other. Find out who is going to work on your account and get to know them.

7. Reliability

Make sure that the advertising agency can keep confidential information to themselves. Make sure that you are able to trust them in handling your advertising.

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SMRTMedia, a [Taxi Advertising Agency](#) offers creative a [Taxi Advertising Display](#) for effective and high quality outdoor advertising campaigns.

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