

Choosing a Digital Marketing Partner

When interviewing a digital marketing company for your home service business, it's crucial to ask questions that will help you determine if they have the expertise and understanding necessary to market your specific services effectively. Here are some key questions you should ask:



Experience and Expertise

- 1. Do you have experience working with home service businesses like mine (plumbing, HVAC, roofing, etc.)? Can you provide examples of successful campaigns you've managed?**
 - **Why:** You want to ensure they understand your industry's unique challenges and opportunities. I would not recommend working with an agency that does not specialize in the home service industry.
 - How long have you been working in the Home Service space?
 - When a customer leaves your company, what is the reason?
 - What is your churn rate?
 - Ask for a complete list of all of the services they offer.
 - Do you outsource any of your work?
- 2. How familiar are you with the seasonality of home services? How do you adjust your strategies during peak and off-peak seasons?**
 - **Why:** Understanding seasonality is crucial for home services, as demand can vary yearly.
- 3. What is your approach to local SEO, and how will you ensure my business ranks well in local searches?**
 - **Why:** Local SEO is vital for home service businesses to appear in searches when customers need services in their area.
 - **Content Strategy:** What is their content Strategy?
 - **Do your Homework:** Ask the agency for website examples and check if they rank well locally for their primary keywords. Are they walking the talk?

Strategy and Planning

- 4. How do you approach lead generation for home service businesses? What strategies do you use to attract high-quality leads?**
 - **Why:** Lead quality is more important than the quantity of in-home services, as you want to ensure the leads are likely to convert.

5. **What is your process for creating and managing Google Local Service Ads? How do you optimize them to maximize ROI?**
 - **Why:** Local Service Ads are particularly effective for home service businesses, and you want to ensure they can manage them effectively.
6. **How will you handle online reputation management, particularly in responding to reviews (both positive and negative)?**
 - **Why:** Customer reviews are critical in-home services, and managing your online reputation can significantly impact your business.
7. **How do you plan to use content marketing to position your business as an expert? What types of content do you recommend?**
 - **Why:** Content marketing can help establish authority and build trust with potential customers.

Reporting and Analytics

8. **What key performance indicators (KPIs) do you track for home service businesses? How will you report on the performance of campaigns?**
 - **Why:** Understanding what metrics they focus on will help you gauge the effectiveness of their strategies.
 - Do you optimize paid search campaigns based on booked calls or just form and phone leads?
 - Do you have any reporting to help us understand lead attribution?
9. **Can you provide examples of reports you've generated for other home service clients? How frequently will I receive these reports?**
 - **Why:** Regular, transparent reporting is essential for monitoring the success of your marketing efforts.

Budget and Pricing

10. **How do you structure your pricing? Are there additional costs for managing specific platforms like Google Local Services or for producing content?**
 - **Why:** It's important to understand the full scope of costs to ensure there are no surprises later.
 - Is your paid search a flat management fee or percentage?
 - How much of my monthly retainer goes towards SEO vs Paid Search?
 - Is there an extra fee for graphic design?
 - Do you charge extra to manage FB ads?
11. **How do you ensure that our marketing budget is allocated efficiently across different channels (PPC, SEO, social media, etc.)?**
 - **Why:** Efficient budget allocation is key to maximizing ROI in your marketing efforts.

Communication and Collaboration

12. **Who will be my primary point of contact? How often will we meet or communicate to discuss progress and strategy?**
- **Why:** Regular communication is crucial for a successful partnership.
 - **TIP:** Ask to meet the team you will be working with-so important. It is the main reason why the relationship does not work out.
13. **How do you stay updated with the latest trends and changes in digital marketing, particularly those that impact home service businesses?**
- **Why:** The digital landscape is always changing, and you need a partner who stays current with trends and best practices.

Results and Expectations

14. **What realistic results should I expect in the first 3 to 6 months? How do you manage client expectations?**
- **Why:** You want to know they're setting achievable goals and being transparent about timelines.
 - Ask to dig into their SEO strategy. Do they offer external link building? Content Creation expectations. How do they decide and plan out what Keywords and Geographical areas they are optimizing for? How many hours a month is allotted for SEO vs Paid Search?
15. **How do you handle underperforming campaigns? What steps do you take to troubleshoot and optimize?**
- **Why:** Knowing their approach to problem-solving will give you confidence in their ability to manage your campaigns effectively.

Additional Considerations

16. **How do you integrate traditional marketing efforts with digital marketing strategies?**
- **Why:** A well-rounded marketing approach often involves a mix of digital and traditional tactics, especially in the home service industry.
17. **Do you have partnerships with third-party vendors or platforms that could benefit my business (e.g., CRMs, booking systems, review platforms)?**
- **Why:** Leveraging the right tools can streamline operations and improve customer experience. Service Titan API? House Call Pros API?
18. **Ask to talk to their customers:** Ask if you can speak to some customers that work with them. Ask them specific questions.



19. **Ask to meet the Team you will be working with.** Typically, you will always have a GREAT experience with the owner or the salesperson, but what about the backend people, the account manager, the SEO analyst, the PPC analyst, etc.?
20. **What are their credentials** as a Google Premier Partner? This means something.
21. **What are your contract terms?** What happens after the first year? Is it an automatic renewal?

Asking these questions will help you assess whether the digital marketing company is the right fit for your home service business and whether they can deliver the results you're looking for.