

JAMES SCHRAMKO

A 6-Point Checklist for Hiring a Paid Traffic Agency

A. Ownership & Access

1. Ensure that you own and have full access to your ad account.
2. Confirm that the ad account is set up under your business's name, not the agency's.
3. Maintain ownership and control over your Google Analytics accounts.
4. Always have the ability to revoke the agency's access without losing your data.

B. Financial Aspects

1. Directly pay for your advertisements to platforms like Google or Facebook.
2. Treat agency fees as a separate entity.
3. Understand the agency's billing structure: setup fees, monthly retainers, and any variable factors.
4. Ensure transparency regarding ad spending and agency fees.

C. Metrics & Reporting

1. Steer clear of agencies that rely too heavily on vanity metrics.
2. Focus on metrics that translate to genuine business outcomes, like conversions or sales.
3. Demand clarity in tracking sources to prevent undue credit claims.

D. Knowledge & Questions

1. Gain a basic understanding of paid traffic to enable you to ask insightful questions.
2. Challenge potentially misleading claims and ensure that you're getting genuine value.
3. Understand fundamental metrics to effectively assess agency reports.

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E. Additional Support & Feedback

1. Consider external platforms or experts for a secondary opinion on your agency's performance.
2. Explore opportunities for one-on-one coaching or group sessions for deeper insights into paid traffic.

F. Agency Offerings

1. Inquire if the agency provides diagnostic reviews or audits of ad setups.
2. Ensure the agency keeps updated with industry's best practices and applies the most efficient techniques.
3. Check if the agency provides training or educational resources.

G. Tech & Expertise

1. Determine if the agency uses emerging AI tech to enhance ad management.
2. Ensure the agency combines data analysis, powerful tools, and procedural understanding for optimum results.

H. Start with Due Diligence

1. Research the agency's background, reputation, and client testimonials.
2. Engage with experts, rather than just relying on self-paced courses, for a dynamic learning experience.
3. Always remember to check for full disclosure and transparency from any agency you consider hiring.

For winning ads with zero stress, look up Ilana Wechsler at TeachTraffic.com