

CallRail

Marketing agencies:

**What they do
and why your
business should
work with one**



If you're a small business owner, you've likely worn many hats: manager, accountant, customer service rep, and—let's not forget—chief marketing officer. With so much to do and so little time, it may be wise to ask yourself, “Should I hire a marketing agency?”

Maybe you think you can handle your marketing by yourself, or you might not be sure if your business needs an agency's help. However, when it comes to marketing strategy, trends move quickly and change abruptly, and competition is fierce. With so many responsibilities on your plate, it takes a lot of additional time, effort, and specialized knowledge to keep your marketing strategy up-to-date. It takes even more time to track whether each marketing tactic is working to its full potential. That's where a marketing agency comes in.

Let's break down why small businesses benefit from marketing agencies, how to know if it's time to hire one, and what to look for when finding the right fit.

Why do small businesses need a marketing agency?

Marketing agencies focus on marketing full-time

Running your business is a full-time job (or more likely, several full-time jobs in one). Marketing, while crucial, may often get pushed to the back burner. Hiring a marketing agency means you'll have a team dedicated to building and implementing a marketing strategy that works, leaving you free to focus on your craft.

Marketing agencies are modern marketing experts

Unless you've hired someone who lives and breathes marketing, it's unlikely you have an expert in-house. Even if you do, with so many components to marketing, it's much more than just a one-person job. That's where agencies come in. Agencies bring specialized skills, staying on top of the latest trends, tactics, and industry changes to make sure your business stays competitive.



Marketing agencies know the best way to track your marketing data

An agency won't just run a few ads and hope for the best. They know how to track the success of your marketing campaigns, identify which channels drive the most leads, and optimize your budget. With the right tools, they can seamlessly monitor calls, track web traffic, and help you understand what's really driving your business forward.

Marketing agencies stay on top of new tools and features

Digital marketing evolves quickly and frequently, with new marketing tools and updates being rolled out constantly. Agencies are at the forefront of these changes, ensuring your marketing strategy benefits from the latest innovations, tools, and resources. Without this knowledge, your marketing efforts could easily fall behind.

Tell-tale signs that it's time to find a marketing agency

So, how do you know if your business is ready for a marketing agency? Here are a few signs:

- ***You don't have a team of experienced marketers.*** If marketing isn't anyone's main focus, you might be missing out on big opportunities.
- ***Your digital marketing efforts are stagnant.*** Running the same social posts and emails over and over? An agency will implement fresh, proven ideas.
- ***Your team is stretched thin.*** Overloaded staff often struggle to keep up with marketing tasks on top of their primary duties. An agency can take marketing tasks off their plate.
- ***Your marketing budget outweighs your ROI.*** If you're spending money but aren't seeing a return on investment, a marketing agency can help you get more value out of your marketing dollars.
- ***You're not sure how to track your marketing efforts.*** Guessing isn't an effective strategy. Agencies can provide clear data on what's working and what isn't.
- ***You don't know which marketing channels are actually driving new leads.*** A marketing agency can pinpoint where your new customers are coming from and help you focus on the most effective channels.
- ***Your marketing efforts aren't automated.*** Agencies can set up automated marketing systems to ensure consistent communication with your audience without adding to your workload.

How to find your marketing agency match

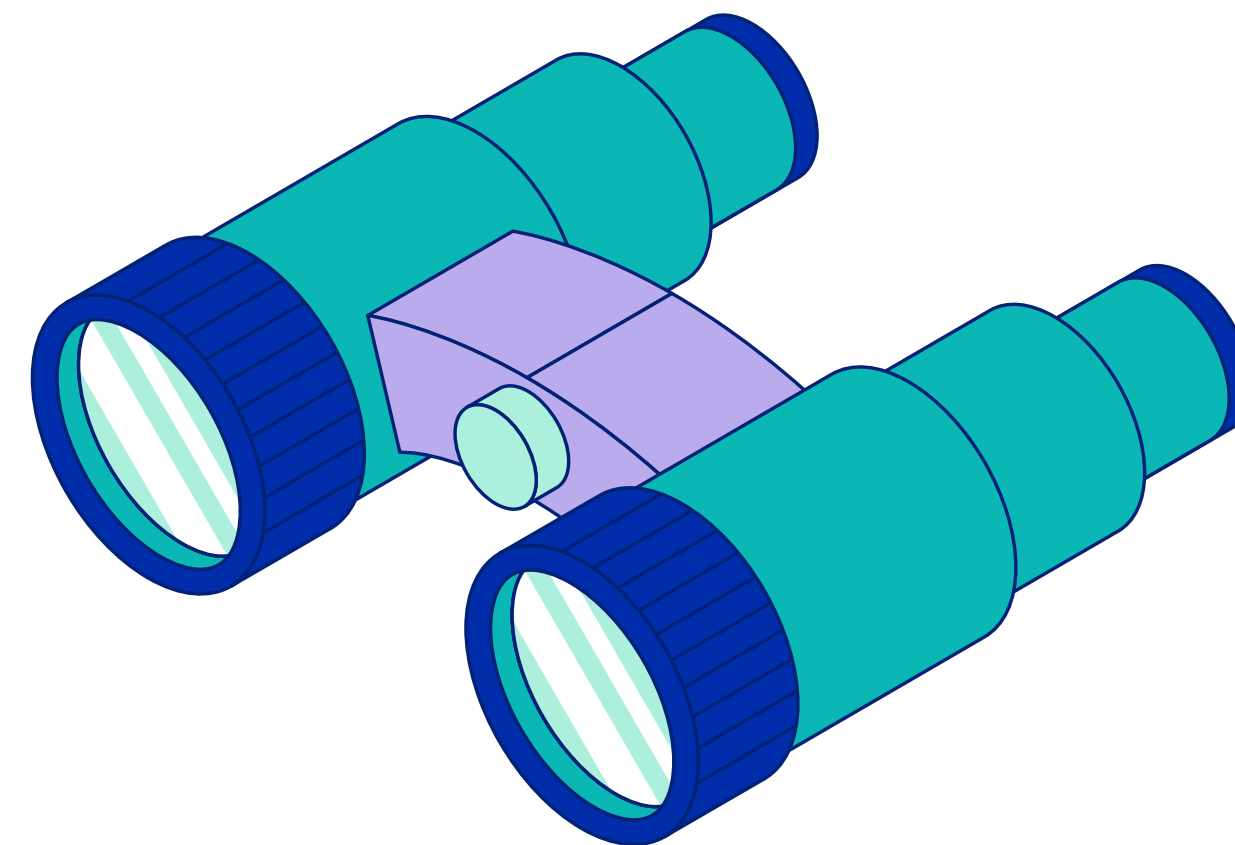
Once you've decided it's time to partner with a marketing agency, the next step is finding the right one. Here's how to go about it:

Determine your needs

Do you need help with content creation? Data tracking? An updated marketing strategy? Make a list of the services you need, so you can find an agency that aligns with your goals. Some agencies offer full-service solutions, while others may specialize in certain areas. Know exactly what you're looking for before you start searching.

Look for an agency that has experience in your industry

Industries like healthcare and legal have unique challenges, including sensitive data and regulations like HIPAA. You'll want to work with an agency that understands the nuances of your field and can build strategies accordingly. Make sure to ask if their tech stack is compliant with industry-specific requirements. **Search for an agency that has experience in your industry here.**



Ask about their tools, resources, and tech stack

Find out what tools the agency uses for marketing and tracking data. Are these tools comprehensive enough for your business's needs? A good agency will use tools that deliver real results and may have partnerships with major platforms that give them an edge.

If an agency has **partnerships** or **integrations** with tools that you already use or are looking to use in the future, that's a good sign that the agency is up-to-date on marketing strategy and aligns with your needs. In addition, if larger players of the agency's tech stack are willing to advocate for them or showcase the success that the partnership has had, it could be a slam dunk for your business.

Consider the effectiveness of their reporting

Reports are your window into the success of your marketing efforts. Make sure the agency provides detailed, customizable reports that show how your marketing dollars are spent and the results you're getting. Transparent reporting is a key indicator of the agency's effectiveness and honesty.

Ask for examples of past wins

One of the best ways to evaluate an agency is by looking at their success stories. Ask for testimonials and case studies that show how they've improved marketing efforts for other clients. The more examples they can provide, the better.

Ready to grow your business?

It might be time to give your marketing strategy the boost it needs with the help of a skilled agency. Let the experts handle your marketing while you focus on what you do best.

Ready to start seeing the difference in your marketing strategy?

Sign up for a free CallRail trial today

No credit card required.

When you're ready to find a marketing agency that'll help your marketing flourish even further, check out our [Agency Partner Directory](#) for some of CallRail's trusted agency partners.



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