

BREAKING ATMOSPHERE

5 Ways to Spot a Great Marketing Agency



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Most marketing agencies suck. It's not rocket science—but too many agencies burn your fuel, then never break atmosphere.

Big promises, bigger briefings, avalanches of slick documents. But they're fluffy, they're generic—and they're aimed at you, not your audience. Too many agencies sell you the emperor's clothes.

You're frustrated. You wish you could un-spend that time and money. You go inhouse, but your marketers struggle to keep up. So you go out looking for marketing gold again.

Here's how to find it.

1 With you, then for you— actual expertise.

Beware the suck-up briefing. Too many marketers run out the clock with long briefings as a smokescreen for poor creative execution.

Great agencies know they'll stick the landing creatively—so they question your assumptions during briefing. They work with you confidently—then shift gear and work for you. They get creative.

At Hunt & Hawk we come back with executed concepts—creative work that people notice on billboards. Same with websites. You're in the room while we craft the funnel and architecture, then we finish off wireframes on our own and circle back for input on content.

Great agencies should speak from expertise. It's what you're paying them for. They may be a little 'fuck yeah'—but they're never 'yes' people.

2 Sticking the landing— get creative.

Nike has 'Just do it'. Apple has 'Think different'. Great marketing agencies deliver the straplines and executions for web, outdoor, social and email that make you recognisable in the market—for years.

Some digital marketing and branding agencies don't do it, because they can't. They'll have 10 designers and no senior copywriter. If it looks pretty, they'll ship it—the words are an afterthought.

At Hunt & Hawk we do the opposite—our senior copywriter runs our briefs—and then sticks the creative landing. You get the brand foundations of headlines, language, and campaigns that make every marketing dollar not just well-spent, but transformative.



3 Measuring what matter—the tech stack.

You can only measure what you track. Great agencies tackle analytics frameworks and tech stacks. We see this up close—with a co-founder on the board of HubSpot, Hunt & Hawk tracks and traces everything, starting with an audit.

The sales and technology audit usually reveals clients with splintered tech, poor integrations—and if clients are using HubSpot, they're often overpaying—and virtually always under-using it. No point having a Rolls-Royce without the keys.

Great agencies integrate everything to measure actions on your website. They measure traffic sources and

touch points. HubSpot makes the sales journey 100% trackable.

Your sales analytics go from post-facto reporting to pre-emptive performance management. You use deal velocity, churn, source and close rates to identify who's performing—and where they need to step up.

Your email list goes from 'spray and pray' to a masterpiece of granular segmentation. It's plugged into all your social, with visibility across every client journey, and every leak in the funnel plugged. Great agencies make this your foundation for scaling.

4 Whole of business— C-suite contributions.

Great agencies integrate marketing with your whole business—through the lens of your customers. So your brand strategy pushes back into your business design.

Your website pushes back into your pricing model. Your internal thought leadership pushes out into content marketing—and it all redefines you in the market.

If that sounds like a C-suite level contribution, that's because it should be. You need the vision and visibility to rise above the day-to-day and knock your own brand into next week—where your new customers are waiting to continue the conversation.

Great agencies can work with your inhouse marketing coordinators—and mentor them when they need it.

5 The 'A team'—best players on the field.

We reckon there's a golden ratio of executives to administrators. Most marketing agencies are bottom heavy—with heaps of junior admin staff churning the waters.

So the creatives and strategists who founded or built the agency are drowning in management—the best players are off the field, and there aren't enough of them. But great agencies have leaders who show up.

Hunt & Hawk founders and creatives are on the tools—it's where quality comes from. Systems are great—and we love automation—but if the 'A' team is in the stands, your marketing gets stuck on the bench.

*NO MARKETING OR BRANDING
AGENCIES WERE HARMED IN THE
MAKING OF THIS CONTENT.

Ready to rehab? *We dare you.*

It may not be rocket science—but if you're ready to get out of holding pattern and take your marketing and growth out of orbit book a time with one of our founders.

[Book a call](#)

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