

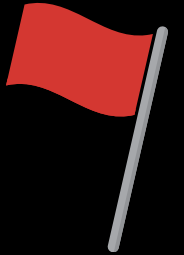
Agency Guide:

Red and **green**
flags in the agency
search process →



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Red Flag – Value-based Pricing



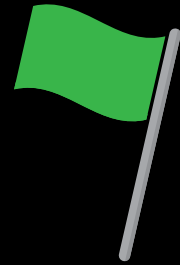
Agencies that charge based on how much the project means to the customer rarely deliver the value required.

You don't have to find the cheapest agency, but I wouldn't use one that charges based on your valuation.



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Green Flag – Clear Comms Standards



No great agency is bad at communication.

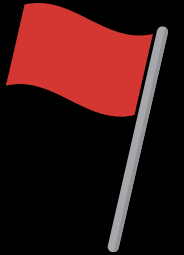
You should know, in writing, what the proposed communication standard will be before signing.

You don't want to be left out to dry.



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Red Flag – No Live Case Studies



Don't trust case studies without checking to see if they're live.

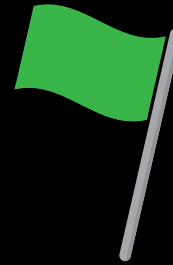
I hate it, but so many agencies put unverifiable case studies on their site.

I wouldn't trust one without any that are live.



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Green Flag – Specific Industry Experience



This is more of a bonus.

You want to find an agency who's worked in your specific field before.

The more experience they have with companies like you, the better your experience.



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Red Flag – “Full Service”



Smaller agencies that are “full-service” (i.e. they’ll do anything you pay for) raise questions to me.

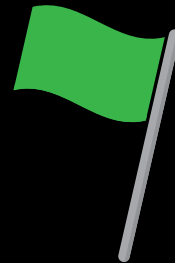
I choose specialist agencies 99% of the time.

They can focus on what they’re good at (and don’t learn on my dime).



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Green Flag – Tons Of (Verifiable) Social Proof



Just like not having live case studies is a red flag, lots of (real) social proof is a green one.

Bonus if they're testimonials from your industry.

As long as they're real, this is a positive signal!



That's all!

Thanks for reading.

**I'd love to hear, what else would
you add to either point?**

