



Marketer's Guide: Tell Tale Signs It's Time to Switch Agencies

IS YOUR CURRENT AGENCY STILL THE RIGHT FIT?

The partnership between a business and its marketing agency represents far more than a simple business/client relationship—it's strategic. The right agency can take your brand to new heights.

But sometimes the partnership isn't working anymore. Maybe your goals aren't being met, or perhaps communication is falling flat. It happens.

Let's cut through the uncertainty. Our strategic guide helps you to recognize when it's time to move on and find a better fit. By identifying critical performance indicators, market demands, and strategic misalignments, this guide offers a practical roadmap for transforming marketing approaches and your brand's potential for growth. Let's turn this crossroads into a new opportunity.



TRUE IS ABOUT

working with people you want to work with. Everyone here is an advocate of our clients' brands. We're die-hard students of our clients' industries. It makes getting to know you like picking up with an old friend.

Chris Baldwin, Chief Visionary Officer



ARE YOUR AGENCY'S MARKETING EFFORTS REFLECTING IN YOUR ROI?

A marketing agency should consistently provide transparent, data-driven ROI analysis that demonstrates the financial impact of their strategy. These numbers should show exactly how their digital marketing efforts are converting into leads, sales, and measurable growth—your business deserves nothing less.

When an agency doesn't definitively show how their strategies are driving quantifiable results for your business, it's a red flag signaling that it might be time to seek a more results-oriented partner who has your best interests at heart.

Look for agencies that invest in continuous learning, a deep understanding of your industry, and show commitment to your brand's long-term success. The right partnership should feel collaborative and focused on driving meaningful growth.



DOES YOUR AGENCY GET YOUR BRAND AND TELL YOUR STORY?

Your marketing agency should understand your brand's purpose and goals to develop your brand story, audience messaging, and marketing plan.

A marketing agency should act as your brand's storyteller. Your content strategy should feel purposeful and planned, not scattered or unmeaningful. Your agency should be creating content that speaks directly to your audience's needs at every stage of the funnel, maintaining a consistent brand voice, and delivering messages through the right channels at the right time.

If you're constantly questioning the purpose behind your content or struggling to get timely responses from your agency, it might be time to look for a partner who better understands the vital role of strategic communication for your brand's marketing.

Are you wondering if your marketing agency understands what you are trying to communicate to your audience? Here are some red flags:

- Content that feels disconnected from your overall business goals
- Lack of strategy behind content creation
- Copying competitors instead of establishing a unique market position
- Not keeping up with market demands

FINDING YOUR TRUE VOICE

Whether your topics are technical or practical, True has the digital know-how to connect with your audience and optimize content marketing efforts for maximum effect. Let us guide you into developing your true voice, finding the insights that matter the most and refining your story with creativity that connects and builds.



IS YOUR MARKETING AGENCY TARGETING THE RIGHT CUSTOMERS FOR YOUR BRAND?

A marketing agency that misses the mark on audience targeting is not the agency you want to help you represent your business. Effective digital marketing requires precise audience targeting.

The right agency should demonstrate a thorough understanding of your ideal customers by diving deep into customer behaviors, preferences, and pain points. They should ensure that your message reaches the people who are most likely to value and purchase your products or services.

Without a targeted approach, even the most creative campaigns will fail to drive meaningful results. Digital programs are extremely measurable and can always be optimized.

Are you noticing a lack of effort in your agency's digital strategy? Our [digital marketing strategies](#) help you target your most valuable customers with messages that resonate.

ARE THEY PRIORITIZING YOUR SEO?

When your marketing agency isn't prioritizing search engine optimization (SEO), your business becomes nearly invisible online. How do you know if they are putting their all into your brand's visibility?

Many people assume that content with the highest volume of visitors is their best-performing content. In fact, high volume is often attributed to visitors at the awareness Stage. Our goal is to employ a search engine optimization strategy that attracts people at all stages of the purchase funnel, knowing that content with less search volume can still be effective if it's delivering valuable conversions, leading to an even better user experience.

True Digital DNA audits evaluate every aspect of your overall strategy and customer experience.



IS YOUR PR PLAN PROACTIVELY BUILDING YOUR BRAND, OR JUST REACTING TO EVENTS?

A strategic public relations plan should be more than just sending out occasional press releases or responding to media inquiries when they happen to come in. An effective PR strategy should align seamlessly with your brand's overall marketing goals, creating consistent messaging while actively building and maintaining your brand's reputation.

Your agency should be actively identifying opportunities to position your brand in relevant conversations, creating compelling stories that the media wants to share.

Warning signs of an inadequate public relations approach may include limited media relationships, missed opportunities for industry thought leadership, and failure to capitalize on important company developments.

Too little earned media can inhibit your brand's growth and its ability to build its reputation. You miss vital touch points with engaged and interested audiences—both alone and to your competitors.

Is this sounding familiar? Let True help you with our [PR program](#). True's approach to public relations involves a strategic plan that consistently delivers relevant and timely news, ideas, and thought leadership to the industry, helping to propel your brand forward.

DID YOU KNOW

PR is almost 90% more effective than advertising in driving sales conversion. Because PR is earned media and therefore has a level of third-party endorsement or authority, it lends an added degree of authenticity to your brand and product messaging, making it a more effective method of converting prospective audiences into customers.



IS YOUR AGENCY INVESTED IN YOUR SUCCESS?

CAPACITY & RESPONSIVENESS

Are you constantly wondering if your agency is working toward your goals? Are they overwhelmed or failing to show meaningful progress?

An overwhelmed agency reveals itself through missed deadlines, delayed responses, and inconsistent quality of work. The right agency should seamlessly integrate with your team – filling in the gaps and providing strategic support. When your agency becomes more of a problem than a solution, it's time to reassess.



PERFORMANCE REPORTING

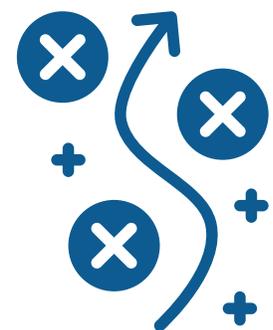
Is your agency failing to show meaningful reporting? Warning signs include lack of recommendations based on feedback or failing to connect marketing objectives to broader business objectives.

Your agency should provide comprehensive reports that not only reflect performance but also explain the “why” behind the numbers. Agencies should be diving deep into conversion rates, engagement trends, and creating a line between marketing activities and business outcomes.



ADAPTABILITY

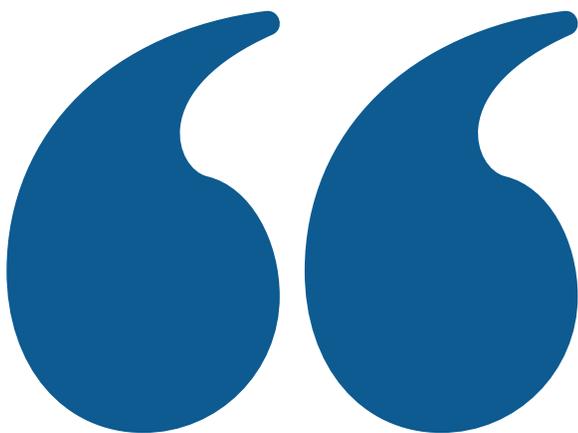
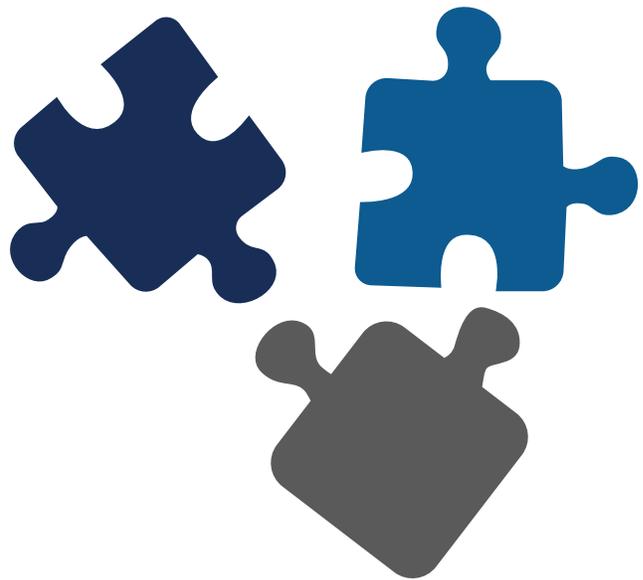
Marketing agencies must be more than service providers – they must be a strategic addition to your team. This requires a deep understanding of your industry, competitive landscape, and unique business challenges.



FINDING THE RIGHT SOLUTION

The right agency will invest time in understanding your brand's positioning and create marketing strategies that are both creative and data driven. True is more than just a service provider – we're here to be an extension of your team. If you have a marketing challenge, we'd like to solve it together.

[Let's talk](#) about what we can do for you!



AT TRUE,

one of the things that sets us apart is how we listen. While it may sound simple, listening – specifically active listening – is a skill that many should seek to have.

Chris Baldwin, Chief Visionary Officer

