

Why Your Marketing Services Work for Others But Not for You?



Even when using paid [marketing services](#), 61% of organizations still consider generating traffic and leads to be their main marketing difficulty, according to a survey by HubSpot in 2023. The instruments were identical. Spending was also comparable. Yet, the outcomes were different.

- Despite financial investments, 61% still have trouble generating leads.
- Results from strategy-aligned campaigns are three times better
- 49% of people think ROI is the hardest measure to prove.

Why Do the Same Marketing Services Produce Different Results?

Put two bakeries side by side in the same metropolis. The same agency provides marketing services to each of them. The increase in foot traffic is 40% in just three weeks. On the other hand, he notices hardly any shift.

It wasn't the agency that was different. Bakery A provided the group with comprehensive client information, including historical marketing data and a detailed profile of their buyer. "Make it work." Bakery B instructed upon receiving a logo.

For six months, a digital agency collaborated with a Bengaluru-based direct-to-consumer clothing firm. About Rs. 4.2 lakh was spent. We received 11 transactions and 900 clicks. Next time around, using the same budget and after sharing client personas and return data with the team, they were able to generate 87 purchases in 45 days.

What Goes Wrong When You Do Not Align on Goals?

The majority of companies that **Hire Marketing Services agency** do so with the intention of generating "more leads" or "more sales." A little too general.

"We need leads." was the only line of briefing given by a Pune-based B2B software firm to their agency. Within a month of running LinkedIn advertisements, the agency generated 200 leads. No sales were made by the sales staff. Why? One group was the founders. Users in the middle management tiers were the target audience.

Following a modification to the brief to include "mid-level IT managers in companies with 200 to 500 employees in Maharashtra," the subsequent campaign generated 40 leads, 9 of which were converted.

How Does the Business Stage Change What Works?

Even while both startups and established brands desire to grow, what they need couldn't be more different.

Beside **Hire Marketing Services from India** "what do you offer?" shouldn't be your initial qualm. "Have you worked with businesses at my stage?" is the correct phrase.

A Jaipur-based home services company gave influencer marketing a shot after seeing it implemented by a rival. They had only been in business for 14 months, had 200 clients, and hardly any feedback. No retention was added over the two-month campaign. After some time, the agency came clean and said that channel wasn't right for a brand without social proof just yet.

A Hyderabad-based SaaS firm enlisted the help of a marketing agency with experience with early-stage B2B businesses. Down that time, the firm zeroed down on search engine optimization and cold emailing.

What Should You Fix Before You Blame the Agency?

Take stock of yourself before deciding to [Hire Marketing Services company](#) or quit. Companies often fail to address these gaps.

Initially, the ICP is not clear. Nobody can help you find your ideal customer if you can't even tell them what they are in two phrases. The second issue is the absence of a feedback loop. Following the lead's arrival, agencies must be informed of what transpired. Is it a transformer? Was there a bounce? What comes next is determined by that data.