How to Hire a Demand Generation Agency

Good and warning signs, questions to ask before hiring, what the first 90 days should deliver, and the mistakes to avoid.

01 Good sign vs warning sign

CRITERION	GOOD SIGN	WARNING SIGN
B2B and category experience	Explains how your buyers research and who is on the buying committee	Talks about audiences in consumer terms or only job titles
Qualified lead definition	Agrees a definition with your sales team before launch	Counts every form fill as a lead
Strategy before channels	Starts with ICP, positioning and an audit	Proposes ad budgets in the first call
Reporting	Sample reports link activity to opportunities and pipeline	Reports only clicks, impressions and traffic
Team	Names the people who will do the work day to day	Senior people pitch, then hand off to someone you never met
Contract	Clear scope, monthly deliverables, a reasonable exit clause	Long lock-in with vague deliverables

02 Questions to ask before hiring

- ☑ What type of B2B companies do you usually work with?
- ☑ How do you define qualified demand, not just lead volume?
- ☑ How do you balance demand creation and demand capture?
- ☑ How do you measure lead quality beyond form fills?
- ☑ Do you help with positioning and messaging?
- ☑ How do you report pipeline impact?
- ☑ What do you need from our sales team?
- ☑ What should we expect in the first 90 days?

03 What to expect in the first 90 days

1. **Days 1-30: Research and strategy**
   ICP review and buyer journey mapping. Audits of website, SEO, content, paid media, analytics and CRM. Competitor and messaging review. Success metrics defined.

2. **Days 31-60: Foundation and setup**
   Landing page planning, SEO content priorities, paid media structure and creative, LinkedIn and email nurture plans, conversion tracking.

3. **Days 61-90: Launch and optimisation**
   First priority pages published, paid search or social tests, better landing page conversion, retargeting audiences, nurture sequences, early adjustments.

04 Lead gen agency vs demand gen agency

ASPECT	LEAD GENERATION AGENCY	DEMAND GENERATION AGENCY
Primary focus	Capturing leads	The full buyer journey
Typical tactics	Cold email, outreach sequences, lead forms, appointment setting	Positioning, SEO, paid media and content
Success metric	Often focused on volume	Qualified pipeline, not just leads
Sales connection	Hands off booked appointments to sales	Connects marketing to sales

05 Mistakes when hiring

Hiring only for cheap leads
- Focus on qualified pipeline, not raw form submissions

Running ads before fixing positioning
- Produces expensive traffic that does not convert

Expecting instant results from SEO
- SEO compounds over months. Be careful of quick ranking promises.

Measuring only lead volume
- Track cost per qualified lead and pipeline influenced

Not involving sales
- An agency that never asks about your sales process is a risk

Not improving landing pages
- Campaigns are wasted if traffic lands on generic or unclear pages

06 Fix positioning first

> *Do not hire an agency to work out your positioning. It will execute whatever positioning you hand it, including an unclear one.*

Full guide: **mustardseedmt.com/learning-center/demand-generation-agency**

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