

Published based on [The right way to Choose an Internet Marketing Consultant](#)

The right way to Choose an Internet Marketing Consultant

Most smaller firms don't have their own internet marketing or website development function in-house. This is due to the fact that they do not have the requirement (or the funding for that matter) for a dedicated, full time Internet Marketing specialist. Therefore, smaller businesses must outsource their Internet Marketing and Website Development to an external specialist or consultant. This Internet Marketing Consultant will work in tandem with the company to use digital media to help grow the business successfully. Such companies will need to choose that consultant very carefully as a good partnership is critical for the success (and sometimes even survival) of their business.

Here is some guidance for helping to choose an Internet Marketing Consultant for that critical partnership.

What to Search for in an Internet Marketing Consultant

The consultant shouldn't only know their stuff about Internet Marketing (and perhaps Mobile Marketing if needed) but should be able (and ready) to explain that stuff in terms the business owners and managers can easily understand. The emphasis should be not only on how Internet Marketing services and solutions work but also how they could benefit the business with improved income and profits.

The expert should also know your stuff. They must be well placed to understand both the needs of your business and the needs of your clients.

The advisor should have the tools, experience and knowledge to look at your internet competitive position and to make recommendations for major improvements. The expert should be able and prepared to provide an explanation for the research and proposals re the effect on the business.

The expert should have access to a selection of digital marketing solutions and services to effect the above recommendations. They should be able to offer you a single point of contact to carry out those solutions and services (coping with other providers as required) as well as reporting on progress and issues. The Internet Marketing Consultant should take full responsibility for these solutions and services along with their impact on your business.

The consultant should be able to tailor these solutions and services to your particular business requirements. Identikit solutions will most likely not work very well as each company is different. Anyway, do you really want to have the same digital marketing as the competition?

If you are a smaller company then you may potentially need to deal with a small digital marketing consultancy. This way you will get a tailored service from someone who understands small and medium sized firms. Ensure that they have good connections to other providers who may provide some of the solutions. A franchise operation, like WSI, is a good selection as such an organisation will have a powerful network for knowledge sharing and coaching as well as forceful economies of scale for purchasing from other suppliers (you will also have back up if your consultant has Problems).

Your Internet Marketing Consultant as a Business Partner

Above all, remember that your relationship with your Internet Marketing Consultant is a long term partnership. Your business and the consultant should work closely together with a lot of interchange and communication. There must be no barriers between you.

Further Information on Internet Marketing

You'll be able to find a variety of articles covering Digital Marketing, Internet Marketing and Mobile Marketing in Peter James' [Blog](#).

Peter James of [WSI Digital Advantage](#) is a seasoned [Internet Marketing Consultant](#). He has a range of tools, information and talents to help analyse a company's online competitive position and to make proposals to improve that competitive position. He has a range of solutions and services to deliver against those proposals and to help

his clients ' companies grow.

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