Checklist 13: Selecting The Right Analytical / Conversion Tools

Project Name: _____ Date: _____

Depending on the size of your agency as well as the nature of products and services rendered, you will need to hire people with expertize on your line of interest. The type of staff you hire can be the difference in terms of the growth or stagnation of your agency and as such, it is imperative to consider the level of competence when hiring. Markedly, multiple functions can be performed by one staff member and as such, it is important to factor in such tasks when hiring to avoid unnecessary complications within the agency. Here are factors to consider when hiring staff for your agency.

Part 1 – Hiring

		Yes	*No*
1	Make a list of the key tasks that require dedicated personnel	☐	☐
2	Create an organization chart detailing the responsibility of each staff for efficiency	☐	☐
3	Create positions that are crucial to your agency's growth	☐	☐
4	Hire for the positions that you are weak or where you lack the expertise	☐	☐
5	Consider hiring an expert to boost the agency's growth potential;	☐	☐
6	Use platforms such as LinkedIn and UpWork.com to advertise your job	☐	☐
7	Consider positions for production, management and finances	☐	☐

Notes

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8	Consider training programs for your staff	☐	☐
9	Hire staff members that can work independently without your supervision	☐	☐
10	Use management tools such as Trello and Basecamp to monitor your staff	☐	☐
11	Hire additional staff only when necessary and upon expanding your market reach	☐	☐
12	Consider maintaining a smaller but effective staff team	☐	☐

Part 2 – Skills to Consider in your Staff

13	Look for strong social media marketing skills	☐	☐
14	High comprehension of native ads	☐	☐
15	Strong skills in digital marketing analytics	☐	☐
16	SEO optimization skills	☐	☐
17	Strong skills in digital marketing	☐	☐
18	Strong understanding of native ads	☐	☐

Notes