

How to Choose a Marketing Agency Checklist

Name of Agency: _____

Consult Date: _____

Contact Person: _____

General Background Questions

What experience do you have working with clients in my industry or similar markets?	
Can you provide examples of successful campaigns you have executed?	
How do you develop strategies tailored to specific businesses?	
I need the following services (your list of services). Is this something you can handle?	
How do you measure and track the performance of campaigns?	
What is your proposed timeline for implementing and achieving results?	
How do you handle communication and reporting with clients?	
How do you stay updated with the latest marketing trends and technologies?	
Can you provide references or client testimonials?	

Budget and Pricing Questions

What is your pricing structure?	
How do you ensure transparency in billing?	
What are possible additional costs that may arise?	
How much should I expect to spend each month?	
Can I bundle services together? How much would this cost / how much would I save?	

Reporting and Measurement Questions

Will I have access to a dashboard with data and analytics?	
What features or processes do you have for reporting and analytics that will allow me to track the performance of my campaigns?	
How frequently will you provide updates and progress reports?	
What key performance indicators (KPIs) do you use to measure and optimize campaigns?	
Do I have a dedicated representative?	
How often will you meet with me?	

Questions to Ask Yourself Post-consultation

- ☐ Does the agency understand and align with your business values and goals?
- ☐ Does the team have expertise in your industry or similar local markets?
- ☐ Does the pricing structure fit your budgetary constraints?
- ☐ Do communication styles and work processes match your needs and expectations?
- ☐ Can the agency accommodate your preferred timeline and project requirements?