



17 Questions to Ask When Hiring a Digital Marketing Agency

(Plus 8 Red Flags to Watch Out For)



Hiring a marketing agency is a big step to grow your company. There are a lot of agencies out there and, by definition, they all do marketing. Which means they're good at persuading. But how do you choose one? More importantly, how do you tell which one will actually do a good job?

This checklist gives you everything you need to interview marketing agencies with confidence. When you show up prepared, you're able to navigate the ups and downs of a typical sales call and stay focused on making a good decision.

With this checklist, you can ask the right questions to **separate out the agencies that are all talk from the ones that can deliver.** So you can make an informed decision that brings in more leads and sales.

How To Use This Checklist

Step 1: First, we want to understand where you're currently at and what you need. Answer these questions so you walk into the call with each agency with clarity.:

1. What problems am I currently experiencing that a good marketing agency could help me overcome? _____

2. What opportunity is facing your business that you could capture with better marketing? _____

3. Imagine yourself a year from now... What would need to have happened for you to feel really happy about having worked with a marketing agency? _____

4. Write down current marketing metrics, such as monthly website traffic, leads from the website, and leads from other marketing sources, including ads. _____

Step 2: Use the checklist below throughout the sales call. Let the agency representative take you through their sales flow and check the boxes "Yes" or "No" throughout the conversation. At the end, ask any questions that you didn't hear an answer for yet.

Make sure the representative you are speaking with can provide a clear answer to check the box "Yes" or "No." If they cannot provide a clear answer, then expect that they will not be able to provide clarity in the future.

Step 3: After you have completed the checklist for the top agencies on your list, go through and add up how many boxes you put a "Yes" in for each agency.

Marketing Agency “Right Fit” Checklist

<p>QUESTIONS TO ASK</p>	 ClearBrand			
<p>Question 1: What goal do you set?</p> <p>Tip: If they talk about “profitable customer acquisition” or “more leads and sales,” mark this as a “Yes”</p> <p> Many agencies say something like “increase traffic” but don’t try to get leads or sales</p>				
<p>Question 2: Are you aware of and engaging in all 5 Laws of Marketing?</p> <p>Tip: Click here to read the full article.</p> <p> If they don’t know them or say one law is better than the other it’s probably because they can’t do them</p>				
<p>Question 3: Do you know what three marketing activities get a consistent return on investment?</p> <p>Tip: SEO, email marketing, and ads are the only things that consistently get ROI.</p>				
<p>Question 4: Do you focus your efforts on the activities that get a consistent ROI? Or do you spend time and money on other activities?</p>				

<p>QUESTIONS TO ASK</p>				
<p>Question 5: Do you have clear and proven systems and procedures that all of your employees follow to implement everything we're discussing with excellence?</p>				
<p> If they don't want their employees to follow strict procedures, it will be hard for them to maintain quality on your project</p>				
<p>Question 6: Do your marketing activities build momentum over time? If I stop paying, will I still have that momentum or will my leads and sales disappear?</p>				
<p>Question 7: Do you use the exact same marketing strategies for your own company as you do for your clients?</p>				
<p> If they use different strategies for themselves, you should be concerned about why</p>				
<p>Question 8: Can you track the entire life cycle of a lead? Where they found us, what pages they visited, how many pages they visited, and what lead magnets they downloaded before scheduling a call with us?</p>				
<p>Question 9: Are the leads you bring in high quality? Do your clients report that the leads you brought in close at a higher rate than other leads?</p>				

<p>QUESTIONS TO ASK</p>				
<p>Question 10: Do you have a team of experts that includes all of the following? Marketing Strategist, Ad Specialist, SEO specialist, Copywriter, Content Writer, Designer, Developer, Project Manager</p> <p> if they're missing any of these, they won't have the expertise to deliver</p>				
<p>Question 11: Do you clearly describe what you need from my team? Can you share it with me now so I can prepare?</p>				
<p>Question 12: Do you have a regular cadence for check-in calls?</p> <p>Tip: Answer should be "Yes, weekly."</p>				
<p>Question 13: Do you use time-based revisions so we're sure you'll launch on time?</p> <p> "Rounds of revisions" lead to late projects and blaming you for their poor planning</p>				
<p>Question 14: Do you have a clear plan for the entire project? Can you tell me right now when you will be sending me items to review so I can add it to my calendar?</p>				

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<p>Question 15: Is your pricing set? Or is it an estimate?</p> <p> Hourly pricing incentivizes them to go slow – they make more money!</p>				
<p>Question 16: Do you have pre-built packages that have been proven to get results?</p> <p> “A la carte” or “custom” packages mean they’re not sure what should be included to get results, so they’re letting you choose and will likely blame you when it doesn’t work</p>				
<p>Question 17: Do I own the website and assets you build? Or are you just leasing them to me?</p>				
<p>TOTAL “YES” COUNT</p>				

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Click here to schedule a free strategy call with one of our Marketing Consultants to find out how better marketing could help you grow your company.

SCHEDULE FREE CALL