



Choosing the right marketing agency

This easy-to-use checklist helps you with choosing a marketing agency that meets your expectations. Consult this checklist during every agency evaluation and choose right every time.

Assessing a marketing agency:

- Understands your business and the goals you are aiming at
- Knows the market and talks the industry lingo
- Knows your target audience and would be able to write a target persona profile for you
- Is a reliable partner
- Is flexible in their offering and can adapt to your exact needs
- Allows you to scale up or down easily, so you are always able to adjust to maximize your budget
- Guarantees business continuity and has sufficient resources to assign to your campaign in case one is absent
- Willing to invest into a sustainable relationship instead of pushing for a quick deal
- Behaves like they are part of your business - are they seeing opportunities for you or just for themselves?
- Is not afraid to commit to results instead of vague descriptions
- Has a sense of ownership and responsibility
- Provides you with endorsements from other clients

Choosing between a high volume or niche agency:

- Large scale campaigns (high volume, low quality content syndication leads) are best carried out by larger agencies - but be wary of the agency that outsources to other third-party providers because you won't get the best price
- Niche and high quality campaigns are generally done best by boutique agencies that offer a bespoke service - agency of choice when your company's reputation is involved

Working towards a contract:

- Challenge doubtful statements and promises
- Challenge surprising costs
- Demand an explicit statement of work
- Too good to be true usually means too good to be true

Red flags:

- No explicit statement of work
- No commitment to output or results
- No track record
- Bad reviews from other customers