

# Top Questions to Ask a Branding Agency

**Instructions:** Use this resource to take notes during interviews with prospective branding agencies.

**Company Name:**

## Top 6 Questions to Ask a Branding Agency

1. How do you approach the branding process?
2. Do you have experience in our industry and market?
3. What kind of ROI can we count on?
4. Which of your team members will we be working with?
5. Do you have relationships with any of our competitors?
6. How long can we expect to work together?

## Must-have Features

Use this checklist to determine whether or not the branding agency you're considering offers all of the tools and features your business requires.

**Note:** There may be features beyond this list that you require, so be sure to study it carefully and add any other services you need.

Must-Have Feature	Why It Matters	Is It Offered?
Relevant industry and market experience	Your branding agency should have experience in your industry and be able to point to successful projects like yours that they've completed.	Y: [ ] N: [ ]
A strategic branding process	Branding involves more than just logo design. Your branding agency should be able to come up with a customized marketing strategy and brand identity campaign to bring your brand to life.	Y: [ ] N: [ ]
A clear approach to ROI	Measuring your ROI will help you track the success of your campaign and make changes to your strategy. Your branding agency should set clear expectations when it comes to your ROI, KPIs, and other metrics.	Y: [ ] N: [ ]
An in-house team	The team that you interview with isn't always the same team that will be assigned to your project. Make sure you know which team members you'll be working with to ensure a good working relationship and culture fit.	Y: [ ] N: [ ]
A long-term partnership	Branding takes time, so choose an agency that will be excited about working with you over the long-term. Find out what their ideal client is like and make sure it's a mutual fit.	Y: [ ] N: [ ]
Flexibility and creativity	Being able to differentiate your brand from your competitors is a must. The best branding agencies bring a mix of flexibility and creativity to distinguish your campaign.	Y: [ ] N: [ ]