

What to Ask Advertising & Marketing Companies

Instructions: Use this resource to take notes during interviews with prospective advertising and marketing agencies.

Agency Name:

Top 7 Questions to Ask an Advertising & Marketing Agency

1. What types of marketing services do you offer (print, digital, etc.)?
2. What industries and regions do you have experience with?
3. Are you currently working with any of my direct competitors?
4. How much of your work is done in-house versus outsourced?
5. How do you measure ROI?
6. How do you handle revisions and strategy changes?
7. Will my business own the marketing materials you produce?

Must-Have Features

Use this checklist to determine whether or not the advertising and marketing 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? |
|--|--|----------------|
| Experience in your region and industry | Whether it's a print or digital campaign, advertising strategies can vary widely. Choose a company with a portfolio that matches your needs and is familiar with your region. | Y: [] N: [] |
| In-house team | It's normal to outsource some work to freelancers, but having an in-house team ensures that you'll get consistently good service from a team of experts. | Y: [] N: [] |
| Multichannel campaigns | The best agencies create multichannel campaigns via social media, digital advertising, email, or direct mail to reach your customers where they're at. Choosing one agency for all of your advertising needs simplifies matters. | Y: [] N: [] |
| Marketing automation tools | Marketing automation tools help you work alongside your agency to boost your campaign. These can include a CRM that tracks engagement or other tools to generate and qualify leads. | Y: [] N: [] |
| Clear pricing structure | Determine whether you'll be paying a monthly retainer or a per-project fee, and whether there are additional costs for printing, web hosting, etc. | Y: [] N: [] |
| Ethical business practices | Choose a marketing agency that's transparent about their business practices and will disclose whether or not they're working with any of your direct competitors. This will help you avoid any conflicts of interest. | Y: [] N: [] |
| Ownership of assets | Ensure that you'll be able to walk away from the relationship while retaining ownership of any files, photos, web design, and other materials that were created as part of your campaign. | Y: [] N: [] |