

What to Ask Digital Marketing Companies

Instructions: Use this resource to take notes during interviews with prospective digital marketing companies.

Company Name:

Top 7 Questions to Ask a Digital Marketing Company

1. What experience do you have with other companies in my industry?
2. What strategies would you use to market my brand online?
3. How do you define a successful digital campaign?
4. How long will it take to see results?
5. What services do you specialize in? Are there any that you outsource?
6. What tools (i.e., marketing and project management software) do you use on your campaigns?
7. How often do you communicate with clients and what kind of reports do you provide?

Must-Have Features

Use this checklist to determine whether or not the digital marketing company 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 industry	Companies with experience in your industry can provide a more specialized digital marketing strategy. Look for a company with similar clients that aren't your direct competitors.	Y: [] N: []
Solid web presence	A digital marketing firm that can't market itself effectively isn't one you want working on your own campaign. Choose a company with a user-friendly website and a memorable brand.	Y: [] N: []
In-house team	A firm that outsources some services is OK, but in-house specialists will be able to provide you with faster, more consistent service.	Y: [] N: []
Clear and consistent reports	A good digital marketing firm should provide reports on at least a monthly basis and ensure that they're clear enough for your team to understand.	Y: [] N: []
Transparent pricing	Some digital marketing firms offer performance-based pricing while others require long-term contracts. Find out what services you'll be getting each month and how much you'll be expected to pay overall.	Y: [] N: []
Local or regional expertise	For local marketing campaigns, choose a team with a local office and experience in your region. On the other hand, choose a nationwide firm for national or international campaigns.	Y: [] N: []