TOP 15 QUESTIONS TO ASK YOUR POTENTIAL MARKETING AGENCY PARTNER

Before you make the decision to hire a Marketing Agency, ask the questions that will provide you with answers that will determine whether or not the agency is a good fit for your business. Partnering with a Marketing Agency is a positive way to build your business if the goals are mutually compatible and the agency has verifiable success.

Fit and experience

- ☐ What types of companies do you work with, in which industries, and which of those clients are similar to us?
- ☐ Who is your ideal client, and why? Who is not a good fit?
- ☐ Can you share recent case studies (from the last 12–18 months) with measurable results, and connect us with a client reference?

Strategy, AI and content

- ☐ How much strategic direction do you provide, and how do you turn our business goals into a marketing plan?
- ☐ How do you use AI in your work, where do humans review it, and how do you protect our brand voice and confidential data?
- ☐ How will you help us stay visible in AI-powered search and assistants (such as Google AI Overviews, ChatGPT and Perplexity), not just traditional SEO?
- ☐ Who owns the content, creative, data, ad accounts and AI-generated assets you produce for us, and what happens to them if we part ways?

Measurement and results

- ☐ How do you measure results now that third-party cookies and tracking are limited? Which metrics and attribution methods do you rely on?
- ☐ How do you handle data privacy and compliance (for example, state privacy laws, GDPR and platform consent rules) in our campaigns?

Team and working relationship

- ☐ Who will work on our account day to day, how are they selected, and how much of the work is done in-house versus by freelancers, offshore partners or AI tools?
- ☐ How would you describe your agency's culture, and how do you work with a hybrid or remote client team?
- ☐ How will we communicate (Slack, Teams, email, video), how often will we meet, and how quickly can we expect a response?
- ☐ What is your project management process, and will we have live access to timelines, dashboards and reporting?

Pricing and process

- ☐ How is your pricing structured (retainer, project-based, hourly or performance-based), and do AI efficiencies change what we pay?
- ☐ For creative work, how many rounds of review and revision are included, and what is your process when a challenge or disagreement comes up?

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