



agency questions.

IT'S ABOUT THE ASK.



Whether you are interviewing a new ad partner or better understanding your existing agency's capacities - here are some guided questions to consider asking.

BANDWIDTH

- How many clients do you have?
- Are there any existing clients in our surrounding markets that we may compete with?
- How many internal resources are designated to executing our Marketing strategies?
- What is the qualifications of your marketing team?
- What services does your agency offer that are outsourced solutions?

TRANSPARENCY

- What is your agency markup or Admin costs per month?
- How long has the assigned account personnel been employed at your agency + what qualifications do they have?
- Are there creative edit limitations for revisions?
- What are your privacy + security protocols in place to ensure my businesses information + data is protected?

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consultation today**



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METRICS


- What conversions are or need to be tracked?
- What conversion points would you recommend?
- What is the qualifications of your marketing team?
- What services does your agency offer that are outsourced solutions?

TAILORED SERVICES

- What is your agency's core values and how do they affect me as a client?
- What is your approach to proposing new strategies for future campaigns?
- What service offerings is your agency most known for?

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