

Marketing Agency Interview Master Checklist

Just because your agency won't be working with you in-house, doesn't mean the interview process should be easy for them. On the contrary, you'll want to be prepared and ready to ask some tough questions. A strong agency will have answers readily available for the questions below, and should leave you feeling confident that they're capable and know what they're talking about.

Also, if you haven't read it yet, be sure to check out our [Ultimate Guide to Hiring an Agency](#). You'll gain some additional tips on the type of agency that best fits the needs of your company, ideas on where to find your dream agency, and additional questions on how to vet them.

Good luck!

General & Communication:

- What is your process when it comes to understanding my business?
 - How often do you work with in-house teams? What's the communication process like? How often do you stay in touch and collaborate on objectives?
 - How will we be maintaining contact? GoToMeeting? Facetime? Skype? In person?
 - Is your team located in-house or do team members work remotely?
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Relevant Experience:

- Have you had experience with clients that operate in my industry?
 - Do you have experience with my market and do you have ideas on where we should advertise to them?
 - Do you have any case studies that we could review?
 - (Local only) Do you have experience marketing in X local area?
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Budget & Payment

- What will I receive for my budget? Please break it down for me.
 - How does our budget stack up compared to your other clients?
 - How does the agency bill for its services?
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Results

- What should we expect after a month/3 months/6 months of working with you?
 - What are your average results based on these specific areas we want to market in (i.e. digital, trade journals, television, etc.)?
 - How often should I expect a review of what you've done (to make sure you're still on track for goals.)
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Software & Tools

- What tools do you guys use to measure results? What analytics software do you use?
- Will you work with the technology I already use at my company?
- Are you relying on an all-in-one software suite like HubSpot or do you use a range of tools such as MailChimp for email marketing and Unbounce for landing page testing?

[**DOWNLOAD THE COMPLETE GUIDE TO HIRING A MARKETING AGENCY HERE**](#)