



13 SCREENER QUESTIONS TO ASK WHEN VETTING A MARKETING TEAM

1. What is the company history?

- How many years in business?
- Do they now, or have they ever operated under a different name?

2. How many hours of work are going towards my project per my monthly budget?

- How much am I paying per hour?
 - \$ ___ / ___ hours = ___ amount you are paying per hour
- What exactly am I getting for my budget?
- How much time is being allocated to each platform?
 - Website updates
 - Content writing
 - Blogging
 - Each social media platform
 - Graphic design
 - Video creation
 - Other

3. Does the marketing team do market research?

- Competitor research
- Keyword research
- Client feedback
- Trend analysis

4. Do they set growth expectations on each platform?

5. What kind of key performance indicators (KPI) are they including in my monthly report?

- Website traffic from:
 - Organic
 - Direct
 - PPC
 - Social media
 - Referral (Yelp)
- Website bounce rate
- Website technical analysis
- Campaign growth
 - Email subscribers
 - YouTube views/subscriptions
 - Social media likes / shares / comments
 - Brand mentions / tags
 - Backlinks
- Conversion tracking
 - Leads
 - Email signups
 - Downloads
 - Other conversions

6. Is there any strategy development or planning?

- How often is it revisited?

7. Do they use any automation?

- Hootsuite
- If This Then That (IFTTT)

8. How responsive is the team?

- How many times out of 10 do they answer the phone?
___ / 10
- How long does it take to return emails?
- How willing are they to have in-office or virtual office meetings?

9. What are the team capabilities (do they match your needs)?

- How many graphic design team members, what is their experience?
- How many writers, what is their experience?
 - Is it relevant to your industry?
- Who are their web developers?
 - Are they in-house or remote?
- Who is their technical support team?
- Who are the media buyers?

10. Who are the exact team members that will be involved in your project?

- What are their capabilities / experience?

11. Does the company have experience in your industry?

- Do they have a portfolio?
- Do they have case studies?

12. Do they have clients who will give a referral?

- How many?

13. What is their online reputation?

- Yelp reviews
 - Do they seem legitimate or fake?
- Google My Business reviews
- Glass Door reviews
- The Better Business Bureau