



## 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