



## 14 Questions to Find Marketing Agency Expertise

### Clients

- 1) What do you define as a good and bad fit client for your agency?
- 2) How can I learn more about your active and past clients?
- 3) What is your position on working with our competitors?
- 4) What does your own marketing and sales approach look like?
- 5) How are you different from your competitors?

### Services

- 6) What services do you offer and specialize in?
- 7) What services do you not recommend and why?
- 8) What services do you not offer but can offer support/partners/resources for?
- 9) How do you figure out the unique approach you recommend for us now and later?

### Team & Relationship

- 10) What can you tell me about your in-house and outsourced team?
- 11) Who will be working with us and what does that look like for your team and ours?
- Results
- 11) What are your expectations for our results?
- 12) What metrics will you measure and how will you report on them?

### Costs

- 13) What will this cost? (initial, ongoing, extra work, other subscriptions, ad spend)

### Timeline

- 14) What does the timeline look like to work together?