

# How to Choose a Content Marketing Agency Checklist

**Name of Agency:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Consult Date:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact Person:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Questions for the Agency

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| What content marketing services do you offer? |  |
| How can you tailor your services to meet my business goals and objectives? |  |
| What type of businesses have you worked with most frequently? |  |
| Are there any content marketing services you specialize in? |  |
| Can you give examples of successful content marketing cases you’ve handled for past clients? |  |
| Will you be able to deliver output and results according to my timelines? |  |
| What is your agency’s pricing setup? |  |
| How much can I expect to pay each month? |  |
| When can I start seeing results from your content marketing strategies? |  |
| What results can I expect to see within a month, three months, and six months? |  |
| How can I track the results and progress of my campaigns? |  |
| When are the available hours that I can contact you if I have questions or concerns? |  |
| Will there be an appointed contact person or account manager in charge of my business? |  |
| How frequently can we meet to discuss results and progress? |  |

## Questions to Ask Yourself Post-consultation

* Does the agency offer services that match your needs?
* Do their prices fit within your budget and preferred pricing scheme?
* Do they have any relevant experience with businesses similar to yours?
* Do their sample works meet your expectations and standards?
* Can they deliver outputs and results within your timelines?
* Are their reporting methods clear and frequent enough to let you track results accurately?