



Digital Agency Checklist

Looking to partner up with a digital marketing agency? Here's a checklist and questionnaire to help you in your vetting process.

Pre-agency interview checklist

- Define your goals and objectives
- Research and shortlist 2-4 agencies to interview
- Define exactly what marketing support you need from the agency
- Prepare any questions you may have (see below)

Interview Questions

You'll need to come prepared to ask agency teams the right questions to ensure they are the best fit for you. Some examples include:

- + *What are the preferred methods of communication? How frequently do they touch base with clients?*
- + *What is the team structure? Are their dedicated staff per client, or does the team work across all clients?*
- + *What is the onboarding process?*
- + *What are the agency's core values?*
- + *What sort of experience does the agency have with your industry?*

Agency Overview

Agency 1:

	Not at all		Somewhat		Absolutely
Does the agency understand your products and services, or are they willing to learn?	1	2	3	4	5
Is the agency honest and transparent?	1	2	3	4	5
Are the key people we'll be working with suitable?	1	2	3	4	5
Do we both have shared values, culture and mindset?	1	2	3	4	5
Are they proactive?	1	2	3	4	5
Will they do whatever it takes to deliver?	1	2	3	4	5
Are they well-versed in latest and emerging trends?	1	2	3	4	5
Do they bring additional value?	1	2	3	4	5

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Agency 2:

	Not at all		Somewhat		Absolutely
Does the agency understand your products and services, or are they willing to learn?	1	2	3	4	5
Is the agency honest and transparent?	1	2	3	4	5
Are the key people we'll be working with suitable?	1	2	3	4	5
Do we both have shared values, culture and mindset?	1	2	3	4	5
Are they proactive?	1	2	3	4	5
Will they do whatever it takes to deliver?	1	2	3	4	5
Are they well-versed in latest and emerging trends?	1	2	3	4	5
Do they bring additional value?	1	2	3	4	5

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Agency Overview

Agency 3:

	Not at all		Somewhat		Absolutely	
Does the agency understand your products and services, or are they willing to learn?	1	2	3	4	5	
Is the agency honest and transparent?	1	2	3	4	5	
Are the key people we'll be working with suitable?	1	2	3	4	5	
Do we both have shared values, culture and mindset?	1	2	3	4	5	
Are they proactive?	1	2	3	4	5	
Will they do whatever it takes to deliver?	1	2	3	4	5	
Are they well-versed in latest and emerging trends?	1	2	3	4	5	
Do they bring additional value?	1	2	3	4	5	

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Agency 4:

	Not at all		Somewhat		Absolutely	
Does the agency understand your products and services, or are they willing to learn?	1	2	3	4	5	
Is the agency honest and transparent?	1	2	3	4	5	
Are the key people we'll be working with suitable?	1	2	3	4	5	
Do we both have shared values, culture and mindset?	1	2	3	4	5	
Are they proactive?	1	2	3	4	5	
Will they do whatever it takes to deliver?	1	2	3	4	5	
Are they well-versed in latest and emerging trends?	1	2	3	4	5	
Do they bring additional value?	1	2	3	4	5	

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