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QUESTIONS MARKETING DIRECTORS SHOULD ASK WHEN INTERVIEWING AGENCIES

- How familiar are you with my business's marketing goals and needs?
- How are you going to help me reach my business goals?
- What services can you offer me?
- How do you track your efforts?
- What will reporting and analytics look like?
- What does a good client and agency relationship mean to you?
- Who will be managing my account and what does communication look like?
- Can we discuss contracts and service agreements?

ASK US YOUR QUESTIONS.

Head to thedsmgroupp.com/apply-strategy-session to apply for a free, 45-minute strategy session with our marketing experts. Ask us your questions, use that checklist and let's see if we're a good fit.



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