

INBOUND MARKETING AGENCY SELECTION CHECKLIST

*30 Must-Ask Questions
For Hiring The Best Inbound
Marketing Agency For You*

When you're looking for inbound marketing expertise, it's not just about finding an inbound marketing agency. It's about finding the *right* inbound marketing agency.

Getting the best return on your investment in inbound marketing starts with choosing an agency that delivers the best results for your company. But, with so many options on the market, you need to ask strategic questions to find the best partner for your inbound marketing investment.

Ask these questions in each stage of your hunt for the right inbound marketing agency.

Introduction Call: Is The Agency A Good Fit?

When you're narrowing down your choices, you'll talk to a lot of agencies before you make your final choice. Use these questions for the top 3-5 agencies you want to talk to.

- 1. What are your agency's experience and expertise with inbound marketing?
- 2. How long has your agency been practicing inbound marketing?
- 3. How many inbound marketing engagements has your agency handled?
- 4. Is your agency a HubSpot partner?
- 5. If you're a HubSpot partner, what tier level is your agency?
- 6. Does your agency use any freelancers, or is the team all in-house?
- 7. What do your programs look like, in terms of scope, size and price?

Deep Dive Call: Narrowing Down Your Search

After your introductory calls, you'll know which 2-3 agencies seem like viable candidates. Request to have a call with a marketing strategist to take an in-depth look at what each agency could offer your company.

- 8. What is your approach to getting leads?
- 9. How is success defined and measured?
- 10. How often are key metrics reviewed, reported and analyzed?
- 11. How do you get results?
- 12. When can I expect results?
- 13. How quickly does the team cycle?
- 14. What types of technology/tools are you using?
- 15. How is search strategy integrated into the overall content plan and inbound marketing strategy?
- 16. How does the team keep up with SEO changes?
- 17. How up to speed is the team on the latest inbound marketing and Google algorithm changes?
- 18. What are your agency's cultural imperatives and core values?
- 19. What would you recommend for a company like mine?

Meeting The Team: Have You Found The Right Fit?

Finally, when you think you've found the best option for your company, meet with the inbound agency's leaders in person. Get to know them and check their references before making your final decision.

- 20. What team members will I be working with?
- 21. What kind of communication can I expect and how regularly will you communicate?
- 22. Who will be my primary point of contact?
- 23. How long has the team that would be assigned to my account been with the agency?
- 24. How long have those team members been practicing inbound marketing?
- 25. Are there senior leads on your team with several years of experience in the industry?
- 26. Will I have direct access to the CEO?
- 27. Will I have a personal relationship with the CEO?
- 28. Are any interns a part of your team?
- 29. Do you have a designated search specialist to keep up with changes in the Google SEO algorithm?
- 30. Is the team inbound marketing (and HubSpot) certified?

Learn more about how to conduct your search
for the right inbound marketing agency.

Contact Square 2 Marketing at sales@square2marketing.com
for a free inbound marketing consultation.