



Questions To Ask Before Hiring a Marketing Agency



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- How do you define success in my campaigns?
- When can I expect to see a return on investment?
- How many people will be working hands-on with my accounts?
- What will their roles be on my campaign?
- Do you outsource? If so, what portions?
- How will we communicate (via email, etc)?
- When was last time you innovated? Can you give me a few examples?
- Do you outsource any of your work?
- How frequently will we be in contact?
- Does your agency use AI – If so, in what ways?
- How can I be involved in my marketing to make it more effective?
- When was the last time you innovated and tried something new?