

20 Questions to Ask Agency Contenders

When interviewing marketing firms with the goal of hiring one that will guarantee marketing outcomes, CEOs should ask a series of critical questions to assess the firm's capabilities, approach, and commitment to delivering measurable results.

1. Do you offer any performance-based pricing or ROI guarantees in your service agreements?
2. Can you provide case studies or examples of past clients for whom you've delivered a positive ROI?
3. What metrics and KPIs do you prioritize when measuring marketing success?
4. What is your approach to developing a marketing strategy that ensures a strong, predictable ROI?
5. How do you plan to track and report ROI on our marketing campaigns?
6. What tools and technologies do you use for analytics and performance measurement?
7. What strategies do you employ to optimize marketing campaigns and ensure ongoing ROI improvements?
8. What is your process for handling underperforming campaigns?
9. How do you stay updated with the latest marketing best practices to ensure our campaigns are competitive?
10. What is your approach to communication with our internal team to ensure alignment with our business strategy?
11. Can you provide a roadmap or plan for achieving ROI within a specified timeframe?
12. How do you recruit employees skilled in delivering predictable outcomes for clients?
13. What ongoing training programs do you have in place to enhance your team's ability to drive ROI for clients?
14. Can you describe your employee evaluation process and how it relates to client outcomes?
15. Are your employees incentivized based on their ability to drive predictable outcomes and ROI for clients?
16. How are employee promotions linked to client ROI contributions?
17. Can you provide examples of how your employees' contributions have directly led to client success and ROI?
18. How do you ensure employees remain motivated to achieve ROI for clients on an ongoing basis?
19. How do your company culture and core values support a focus on delivering ROI?
20. Can you share client testimonials that highlight the role of your employees in driving ROI for clients?