

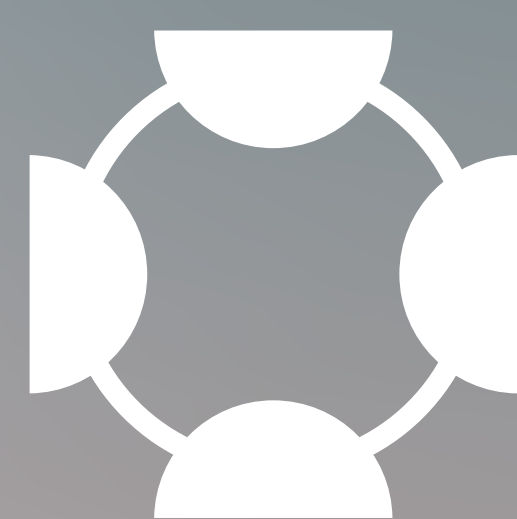
Is it a match?

Find the right agency for your business with these five questions.

Choosing the right agency partner for your business is mission-critical for long-term success. But how do you know when they're really the one? Ask these 5 questions of your potential agencies during the RFP process and compare the responses. You'll find your answer—and a strong match—as a result.

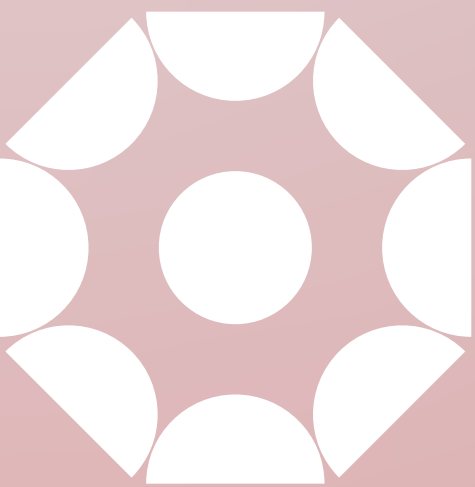
1 Do you have industry experience and/or adjacent experience?

Direct industry experience is great but not always a must-have. Often, adjacent experiences can provide a baseline understanding of shared marketing practices but with a fresh perspective.



2 Do you have an established client onboarding process? What does it look like?

A proven client onboarding process, including a 30-60-90-day plan, can help shorten the learning curve and set shared expectations early for long-term success.



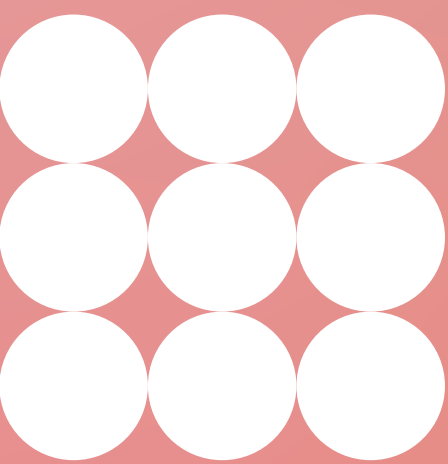
3 As an agency, what are your values and goals?

The most successful partnerships are between organizations that share similar values and goals. Disclosing this information early on helps to build trust and a deep, lasting relationship.



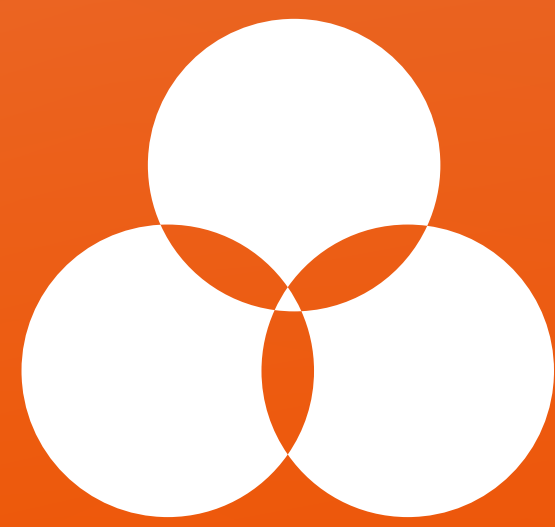
4 What do you need from us to be successful?

Share what inspires you, give your agency clear direction and priorities, and make sure those directly connect to business goals.



5 What excites you most about my business?

This answer reveals a lot about the agency's passion for your business and the opportunity as well as the kind of energy they will bring to your engagement.



Curious about our answers to these questions?
We'd love to share.