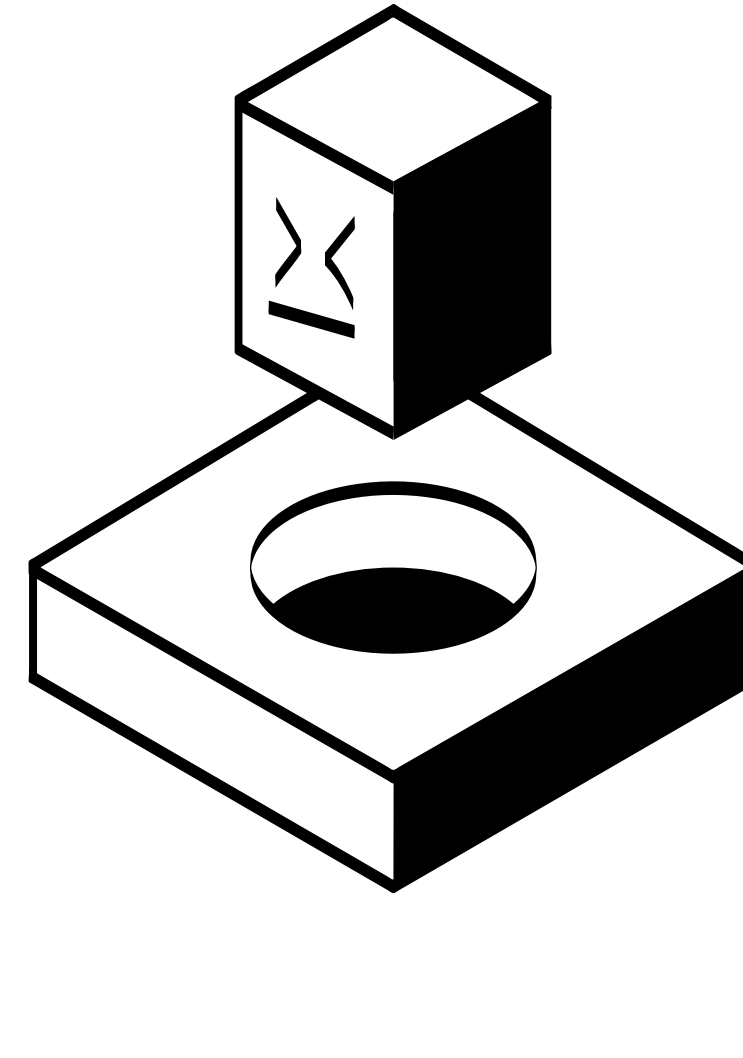


Is your agency the **right fit** for you?



10 Questions Every Business Should Ask About Their Partnership

Growing your brand is your priority, and your agency needs to deliver. Reflecting on these thoughtful questions will help you stay on course or make the changes needed to achieve your goals.

1. Do they understand your goals?

An effective agency aligns their strategy with your vision—whether that’s building awareness, generating leads, driving sales, or anything else.

✔ What to do
Review their strategy and campaigns. Every action should help move your business forward.

▶ Red flag
Strategies that fail to meet your key objectives are a sign to reconsider the partnership.

2. Are you getting a return on your investment?

Your agency should deliver measurable results, whether that’s revenue, leads, or sales—anything contributing to your brand’s growth.

✔ What to do
Prioritizing surface-level metrics like views and clicks won’t drive real growth.

▶ Red flag
Look for metrics that matter, like cost per acquisition, return on ad spend, and lifetime value.

3. Are your campaigns constantly optimized?

True partners don’t settle for the bare minimum—they refine and improve at every opportunity.

✔ What to do
Check how often they do A/B tests, adjust copy, and refine keywords.

▶ Red flag
Stagnant efforts lead to poor performance, it’s that simple.

4. Is your budget being used wisely?

A smart marketing strategy distributes budget efficiently across the right channels to maximize impact.

✔ What to do
Review the spend to ensure budget allocation matches channel performance.

▶ Red flag
Low results with a high budget is money being wasted.

5. Is the creative work high quality?

Good creative must inspire your audience to act across every touchpoint.

✔ What to do
The quality of the creative is the visual representation of your brand, and it must do it justice.

▶ Red flag
Poor quality or outdated creative can leave a negative association with your brand.

Unhappy with your agency?

If your agency is not delivering, we’re here to help. We help brands accelerate growth through memorable and measurable marketing experiences. Every partnership we take on is inspired by goals and starts with purpose. Let’s grow together. Get in touch today to take your brand to the next level.

[Get in touch](#)

6. How’s your search engine optimization?

Your site’s organic visibility depends on it, and it’s what fuels consistent traffic over time.

✔ What to do
Your site should be fast and mobile-friendly. Review keyword rankings, organic traffic, and backlinks.

▶ Red flag
Low search engine rankings often signal poor optimization practices.

7. Are they being transparent?

You should know exactly how all your marketing efforts are performing at all times.

✔ What to do
Ask for reports that are easy to understand and provide insights to help you make smart decisions.

▶ Red flag
Reports that are unclear, inconsistent, or delayed might mean they’re hiding something.

8. Do they adapt to new trends?

Marketing evolves fast. Your agency should be up to speed with the latest platforms, strategies, and technologies.

✔ What to do
See if they’re exploring new trends like TikTok ads, voice search SEO, or influencer marketing.

▶ Red flag
If they’re stuck in the past and resisting change, your growth is at risk.

9. Are they in constant communication?

You should always feel in the loop about all marketing efforts, with your agency readily accessible.

✔ What to do
Evaluate how often they update you and if they respond promptly to your questions and feedback.

▶ Red flag
Slow communication or difficulty reaching them can delay your progress.

10. Do they act like a partner?

You should always feel in the loop about all marketing efforts, with your agency readily accessible.

✔ What to do
Make sure they understand your brand and provide strategic advice, not just complete tasks.

▶ Red flag
No clear long-term strategy in place could mean you’re being treated as just another client.

With these 10 questions, you’ll know if your agency is a true partner in your success— or if it’s time to move on.