

Rate Your Marketing Partner Checklist

A checklist to evaluate your marketing partner.

Transparent Plan and Goals
You have clear goals, and your marketing partner is accountable for results.
There's a transparent monthly plan outlining all activities.
Strategy and Communication
You're happy with the quality of leads each month.
You know what's being done, when, and what it costs.
Your marketing partner brings fresh ideas and proven strategies regularly.
Campaign Setup
Your marketing partner built an A-Client profile to identify ideal clients.
Technical Aspects
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You know your Cost-Per-Lead and ROI from your marketing partner's reports.

Leading Your Industry Your website and marketing material speak A-Clients' needs. Your contact forms use qualifying questions, like budget, to improve lead quality. Your email list is steadily growing. Your subscribers receive newsletters packed with value—not just sales pitches. Automated email marketing is used to nurture leads and engage clients. Your social media accounts are updated weekly to keep your brand top-of-mind.

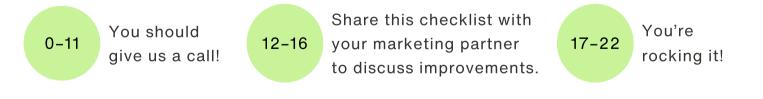
Company Review

You regularly ask clients for reviews.

You have a Glassdoor account with at least 3 reviews to attract quality hires.

Your Google Profile has 15+ positive reviews in the past year.

Calculate Your Score!



Need a Boost?

You've completed the Rate Your Marketing Partner Checklist and might be on the right track. But if you feel there's room for improvement or want to take things to the next level, we're here to help.

Click to Book a Call