

12 questions to ask your marketing agency

Ask these on a call, and ask to see the answers on screen.

OWNERSHIP AND ACCESS

- ☐ 1. Does our business own the Google Ads, Google Analytics, Search Console and social accounts, with you added as a user?
- ☐ 2. Do we have admin access to every account, and can you confirm it in writing?

TRACKING

- ☐ 3. What exactly is counted as a conversion, and can you show me the list?
- ☐ 4. Are any page views or button clicks being counted as conversions?
- ☐ 5. How do you know an enquiry or sale came from your work?

RESULTS

- ☐ 6. What did we spend last month, how many enquiries or sales came from it, and what did each cost?
- ☐ 7. How do those numbers compare with last month and the same month last year?
- ☐ 8. Which searches or audiences cost us the most and sold nothing, and what have you done about them?

CHANGES AND PLANS

- ☐ 9. What was the single change last month that had the biggest effect, and how do you know?
- ☐ 10. What have you stopped doing because it was not working?
- ☐ 11. What will you test next month, and why?

PEOPLE AND MONEY

- ☐ 12. Who works on our account each week, for roughly how many hours, and how are you paid?