

Marketing Agency Evaluation

To put these insights into action, use the following evaluation checklist when assessing potential or existing marketing agency partners.

Checklist Instructions:

- Rate each agency on a scale of 1 (Poor) to 5 (Excellent).
- Compare agencies side by side.
- Use comments to note strengths, weaknesses, and action items.

Evaluation Criteria	Agency 1:	Agency 2:	Agency 3:
Expertise & Specialization: Does the agency have deep expertise in your industry? Comments:			
Cultural Alignment: Does the agency's culture align with your company's values? Comments:			
Strategic Approach: Does the agency connect marketing activities to long-term goals? Comments:			
Transparent Communication & Accountability: Does the agency provide clear updates and honor commitments? Comments:			
Proactive Problem-Solving: Does the agency anticipate challenges and offer solutions? Comments:			
Creativity & Innovation: Does the agency bring fresh ideas backed by market insights? Comments:			
Brand & Audience Understanding: Does the agency truly understand your brand's mission and audience? Comments:			
Cost-Effectiveness: Is the agency maximizing your marketing budget effectively? Comments:			
Measurable Results & ROI: Does the agency demonstrate clear performance and ROI? Comments:			

Overall Assessment:

Agency 1:

Agency 2:

Agency 3:

Total Score - Out of 45			
Key Strenghts			
Areas for Improvement			
Final Thoughts / Next Steps			