

Advertising Agency Evaluation Checklist

1. Agency Profile

- **Agency Name:** _____
- **Website:** _____
- **Location(s):** _____
- **Years in Business:** _____
- **Key Industries Served:** _____
- **Agency Type:**
 - Full-Service
 - Digital
 - Creative Boutique
 - Media Buying
 - Social Media
 - PR & Communication

2. Experience & Expertise

- **Does the agency have experience in your industry?**
 - Yes
 - No
- **Examples of relevant work/case studies provided?**
 - Yes
 - No
- **Proven track record with businesses of similar size or scope?**
 - Yes
 - No
- **Notable clients or brand partnerships:**
List: _____
- **Certifications and awards:**
List: _____
- **Key areas of expertise:**
 - Digital marketing
 - Social media management
 - TV/Radio ads
 - Print/Outdoor advertising

- SEO/Content marketing
- Video production
- Branding/Graphic design

3. Creative Approach

- **Does the agency's creative vision align with your brand's goals and values?**
 - Yes
 - No
- **Are they known for innovative or cutting-edge work?**
 - Yes
 - No
- **Does their creative portfolio resonate with your target audience?**
 - Yes
 - No
- **Have they demonstrated a clear understanding of your brand voice?**
 - Yes
 - No
- **How do they measure the success of their creative work?**
(Check methods used)
 - Engagement metrics
 - Conversion rates
 - Market penetration
 - Brand awareness

4. Range of Services

- **Services offered:**
 - Strategy and Consulting
 - Creative/Design
 - Media Buying and Planning
 - Social Media Management
 - SEO/PPC
 - Content Marketing
 - Influencer Marketing
 - Video/Commercial Production
 - Web Design/Development
 - Branding
- **Are the services comprehensive enough for your needs?**
 - Yes
 - No

- **Is the agency flexible in offering customized services?**
 - Yes
 - No

5. Pricing & Budget Alignment

- **Is the agency's pricing within your budget?**
 - Yes
 - No
- **What are the pricing models?**
 - Hourly Rate
 - Retainer
 - Project-Based
 - Performance-Based
- **Are pricing details transparent and well-documented?**
 - Yes
 - No
- **Are there any additional or hidden costs?**
 - Yes
 - No
- **Is the agency open to negotiating prices or offering discounts?**
 - Yes
 - No

6. Communication & Collaboration

- **How responsive is the agency to your inquiries and communication?**
 - Very responsive
 - Somewhat responsive
 - Not responsive
- **Do they offer clear points of contact (e.g., account manager)?**
 - Yes
 - No
- **How often will you receive updates and reports?**
Frequency: _____
- **Is the agency proactive in suggesting new strategies or improvements?**
 - Yes
 - No
- **Is the agency easy to work with and open to feedback?**
 - Yes
 - No

7. Reputation & Reviews

- **Client reviews and testimonials available?**
 - Yes
 - No
- **Has the agency worked with well-known brands?**
 - Yes
 - No
- **What do online reviews (Google, Clutch, etc.) say about their services?**
 - Mostly Positive
 - Mixed
 - Negative
- **Reputation for meeting deadlines and delivering quality work?**
 - Strong
 - Average
 - Weak
- **Are they known for innovation and creativity?**
 - Yes
 - No

8. Account Management & Team Structure

- **Does the agency assign a dedicated account manager?**
 - Yes
 - No
- **Size of the team handling your account:**
Number: _____
- **Are team members experienced in your industry or project type?**
 - Yes
 - No
- **Are key team members accessible for meetings and consultations?**
 - Yes
 - No

9. Tools & Technology

- **What marketing and analytics tools does the agency use?**
 - Google Analytics
 - HubSpot
 - SEMrush

- Hootsuite
 - Others: _____
- **Do they provide regular performance reports with insights?**
 - Yes
 - No
- **Are they able to integrate with your existing technology platforms?**
 - Yes
 - No

10. Results & ROI

- **Does the agency provide measurable outcomes for their work?**
 - Yes
 - No
 - **What KPIs do they focus on?**
(e.g., leads generated, sales conversions, engagement) KPIs:

 - **Have they demonstrated a proven return on investment (ROI)?**
 - Yes
 - No
 - **Are they able to deliver the results within a reasonable timeframe?**
 - Yes
 - No
-

Summary of Evaluation:

- Agency Strengths: _____
 - Agency Weaknesses: _____
 - Overall Impression: [] Strong Fit [] Neutral [] Weak Fit
 - Additional Notes: _____
-

Decision:

- Will you move forward with this agency?
 - [] Yes
 - [] No
 - [] Need more information

By using this checklist, you can ensure a thorough evaluation of each agency you consider, making it easier to select the best fit for your business.