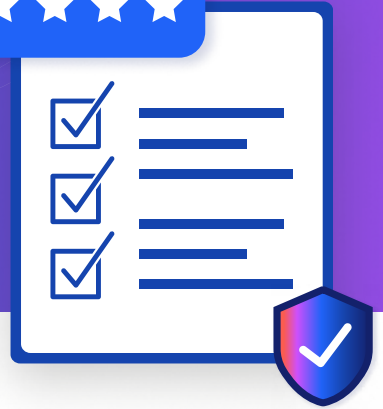


Outsourcing Your Digital Marketing: A Checklist for Choosing the Right Partner



Before Interviewing Partners:

- ✔ Determine what channel(s) you'd like to outsource
- ✔ Establish KPIs for each channel and your overarching business. Understanding both will help your partner work towards channel goals and larger business initiatives
- ✔ Assign an internal partnership manager to spearhead agency conversations (during the contract phase and ongoing)
- ✔ Decide what you want out of an agency partner. For example, do you want to own the strategy and have your agency execute your vision? Or are you looking for a strategic partner to own your marketing initiatives?

While Interviewing Partners:

- ✔ Research reviews, references, and testimonials
- ✔ Ask your potential partner to sign an NDA before sharing business specifics
- ✔ Inquire about high-level security protocols, like password-sharing
- ✔ Ask the agency about contract lengths and trial periods, if applicable
- ✔ Understand the agency's approach to monthly retainers and deliverables
- ✔ Ask the agency about reporting and their approach to measuring success
- ✔ Talk to the agency about their communication plan, including main points of contact, weekly/biweekly/monthly meetings, and quarterly business reviews

During the Contract Phase:

- ✔ Check your contract to ensure you're satisfied with the proposed approach to security and IP ownership
- ✔ Ensure you understand your monthly retainer and the deliverables it includes
- ✔ Understand your contract terms, like the length of the contract, contract renewal terms, channels the agency will support, and framework for adding or removing services

Ready to Choose the Right Partner?

Whether you need strategic guidance or full-service support, Fruition is your trusted partner. Contact us to discuss how we can execute your vision.