



Questions to Ask **Before** You Hire an Agency



Who actually does the work? Is it an in-house team, or is work being outsourced?



How will we communicate, and how often? Who is my main point of contact?



How do you measure success? What metrics matter and how will you report on them?



What does the contract look like? Are there long-term commitments, and what happens if things aren't working?



Have you worked with businesses like mine?



Great partnerships start with great questions!

Take time to ask now and save time, money and frustration later.