



Questions to ask to make sure you are getting the right type of company and services you are looking for.

1. What industries do they like to work in or have deep knowledge? More likely to engage and dive deep for you.
2. What is their process for onboarding a new client and getting a project from start to end. If they don't have one that is a red flag.
3. Make sure they are specialist in what you need to have done:

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| Branding | Examples of branding they have done. Do they do a discovery process to figure out who your clients are so the brand tailors to the client. In addition to the logo do they provide some type of style guide that includes color numbers, fonts and different sizes of the logo. |
| Website design | What is their process for creating and completing the website? Do they have a discovery process so they understand your goals and target audience and build a site specific to them? Who is finding the images and writing the content? How much testing do they do on the site before launch Is the site mobile first? And can mobile vs desktop views be adjusted independently for the best user experience? Where is the site being hosted How is support and maintenance provided |
| Content Marketing/Blog Writing | Do you have subject specific writers available? Are Articles optimized for SEO Do you do Sales Funnels as well? |
| Social Media | Do you write all the copy and source the images/video for the organic posts as part of the fee? Do you provide any reports? |
| Digital | Do they do discovery to understand your audience and figure out what digital |



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| Advertising | advertising platforms are best? How often can ads be updated and changed? What is the minimum ad spend for my program |
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4. Do they have a discovery process where they understand your particular audiences so they know how to market your business?

5. Everybody makes mistakes or misinterprets a request especially during a new relationship. How do they resolve issues or problems as they arise?

6. What is their fee structure? Is it hourly or fixed price? Do they have monthly programs that provide a set of services every month? Get it in writing.