



Rate Your Marketing Partner Checklist

Do you ever feel like you're wasting your marketing dollars or that you aren't getting the results you want for your business?

Do you feel unsure about what your marketing partner is doing for you or what you may be missing out on?
Are you curious to know how you stack up in the industry?

Go through the checklist below and give yourself a checkmark for each item that applies. Then, calculate the total score to see how well your marketing partner is performing.

Transparent Plan & Goals

- Your marketing partner has worked with you to create a transparent integrated marketing plan that outlines exactly what they will be doing for you on a month to month, item to item basis.
- You have a CLEAR goal of the RESULTS you expect to receive from their marketing efforts, and they are willing to say it is their responsibility.

Campaign Setup

- Your marketing partner has completed an A-Client (Awesome Client) profile to determine what types of clients you want more of, and which you don't.

Leading Your Industry

- Your website and marketing materials speak to your A-Client and the problems that they experience.
- The contact forms on your website go beyond asking for a name and email address. They ask qualifying questions, such as a lead's estimated budget, in order to improve the quality of your leads.
See kerrandkerrlandscaping.com/request-a-quote for an example.
- Your email list is steadily growing.
- Your email subscribers are hearing from you via your newsletter on a bi-monthly basis, and your emails are providing value without being salesy.
- Your marketing partner is using email marketing to send automated messages and/or newsletters to nurture and build business from prospects, and current and past clients.
- Your social media accounts are updated regularly, with a minimum of one post per week per account, to help keep your brand top-of-mind.

Results and Reporting

- You are receiving a personalized report every month summarizing your campaign's performance and how it ties into your goals.
- You know your Cost-Per-Lead and the Return on Investment from your campaign, based on the data provided by your marketing partner.

- Your marketing partner is consistently and proactively bringing you new ideas, the latest best practices, and a fresh perspective on your business.
- You are crystal clear on the work being completed by your marketing partner, the timelines involved, and the total investment.
- You are satisfied with the quality of leads you are receiving on a monthly basis.

Examples of results include: Cost per Qualified Lead, Customer Acquisition Cost, an increase in conversion, etc.

Company Reviews

- You are consistently asking your clients for reviews about their experience with your business.
- Your Google Business Profile has a minimum of 15 positive reviews in the last 12 months.
- You have a Glassdoor account set up with a minimum of 3 reviews, in order to attract the high-quality team needed to grow your business.

Technical Aspects

- You own and have access to all of your assets (Website, Google Ads, Google Analytics, Meta Accounts, video and photos, etc.), not your marketing partner.
- Your website has a clear Call-To-Action on each page, telling visitors exactly what you want them to do before scrolling.

Example: "Get a Quote", "Book A Consultation"

- Your website works well on all types of devices: computers, mobile phones, and tablets.
- You have Facebook Pixel installed on your website.

How to check:

- Go to the homepage of your website, right click, and choose 'View Page Source Code'
- Hit 'Ctrl + F' and search for 'Facebook Pixel'

- You have Google Analytics/Google Tag Manager installed on your website.

How to check:

- Go to the homepage of your website, right click, and choose 'View Page Source Code'
- Hit 'Ctrl-F' and search all of the following: `_gaq.push | i,s,o,g,r,a,m gtag('js' | gtm.start`
- If you have at least one, give yourself a checkmark

Now, it's time to calculate your score!

If you scored:

0-10

You should give us a call!

11-16

You might want to bring this checklist to your current marketing partner and discuss areas of improvement.

17-23

You're rocking it!

**Attend our Executive Briefing
5 Marketing Mistakes of 2024**

