

Marketing Agency Performance Evaluation Checklist

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1. Strategic Alignment

- Clearly defined marketing objectives align with overall business goals.
- Target audience(s) are well-defined and understood.
- Marketing strategies are data-driven and based on thorough market research.
- A comprehensive marketing plan is in place, outlining key initiatives and timelines.
- Marketing budget is allocated effectively and efficiently across various channels.

2. Campaign Execution

- Campaigns are executed flawlessly, adhering to established timelines and budgets.
- Creative assets are high-quality, engaging, and consistent with brand guidelines.
- Marketing channels are utilized effectively to reach target audiences.
- Campaign performance is tracked meticulously, with regular reporting and analysis.
- Campaigns are optimized continuously based on data insights.

3. Digital Marketing Expertise

- Website is user-friendly, responsive, and optimized for search engines (SEO).
- Social media presence is active, engaging, and aligned with brand objectives.
- Email marketing campaigns are targeted, personalized, and effective.
- Paid advertising campaigns (e.g., Google Ads, social media ads) are well-managed and optimized for ROI.
- Data analytics tools (e.g., Google Analytics) are utilized effectively to track and measure digital marketing performance.

4. Client Communication & Reporting

- Communication with clients is proactive, transparent, and responsive.
- Regular progress updates are provided to clients, including key milestones and deliverables.
- Detailed performance reports are provided to clients on a timely basis.
- Client feedback is actively solicited and incorporated into marketing strategies.
- Clients are kept informed of industry trends and best practices.

5. Innovation & Adaptability

- The agency demonstrates a commitment to innovation and staying ahead of industry trends.
- The agency is adaptable to changing market conditions and client needs.
- The agency actively explores new marketing channels and technologies.
- The agency invests in ongoing training and development for its team.
- The agency fosters a culture of creativity and experimentation.

Final Score

Total Points: _____ / 25

Scoring Legend:

- **21-25 Points:** Excellent - Agency consistently exceeds expectations.
- **16-20 Points:** Good - Agency meets expectations and delivers solid results.
- **11-15 Points:** Fair - Agency requires improvement in certain areas.
- **Below 10 Points:** Poor - Agency needs significant improvement.

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