



## Rate Your Marketing Company Checklist

The world of marketing can be confusing and overwhelming. As a business owner, you want to ensure you're investing your time and money on the right initiatives in order to help you grow.

Here's a checklist to help you understand whether your marketing partner is putting your business in the best position to accomplish your growth goals.

Go through the list, and give yourself a checkmark for each item that applies in each category.

### PROCEDURES

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

### BEST PRACTICES

- ☐ 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.
- ☐ Your email list is growing steadily. Your subscribers are hearing from you via your newsletter on a bi-monthly basis at minimum.
- ☐ Your social media accounts are updated regularly, with a minimum of one post per week per account.

### REVIEWS

- ☐ You are consistently asking your clients for reviews about their experience with your business. Your Google My Business account has a minimum of 5 reviews from the last year.
- ☐ You have a Glassdoor account set up with a minimum of 3 reviews in order to attract the high quality staff needed to grow your business.

### TECHNICAL ASPECTS

- ☐ You have the Facebook Pixel installed.
  - 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
    - Here's a quick video to show you how!
- ☐ 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:

**08-11**

You're rocking it!

**05-07**

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

**01-04**

You should give us a call! **519-265-4933**

Questions about any of the above? Get in touch with the experts at Intrigue and we'll ensure you're on the right track: [www.intrigueme.ca](http://www.intrigueme.ca).