

## CHOOSING A **CONTENT MARKETING AGENCY SCORECARD**

One marketer's bad agency is another marketer's perfect fit, and every agency has its own strengths and weaknesses. The challenge is finding the agency whose strengths complement your business goals and needs. So how do you do that?

This scorecard gives you an easy way to rate an agency or compare agencies based on the factors which are important to your needs. The scorecard covers seven different areas of content marketing where you might require agency help:

**Video content** - covers all video content, including animation

**Visual content** - any kind of graphics, from infographics to custom illustrations

**Social media and PR** - social media, outreach and PR

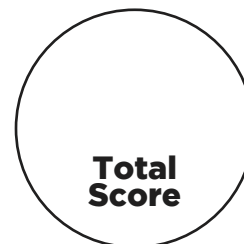
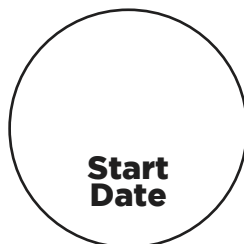
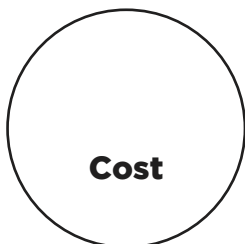
**Strategy** - any strategy services you might require from your agency

**Data analysis** - Google analytics and other analysis platforms

**Web development** - the development of your website or web apps

**Written content** - news, blog posts, white papers and other written content

**Name of Agency:** \_\_\_\_\_



**Below is a list of questions you should ask of any agency you are considering using. Chose the right questions for you by mapping the questions to the services you need using the tick boxes.**

**How to use the rating system**

- 0** They don't provide this service at all
- 1-3** They have this service but it is not suitable for your needs
- 4-6** This service fits some of your needs but is not of the quality you want
- 7-9** Their service fits both your need and is of the quality you expect
- 10** Their service goes above and beyond your expectations

**Agency and company fit**

**Score**

How do you rate their approach to attracting and retaining their best staff?

/10

How effective is their collaboration between different teams?

/10

How would you rate the 18 month plan for their business?

/10

How do you rate their knowledge of your industry?

/10

**Rate your agency on the following factors related to how well they can service your particular business need:**

|   | Video | Visual content | Social media and PR | Strategy | Data analysis | Web development | Written content | Score                        |
|---|-------|----------------|---------------------|----------|---------------|-----------------|-----------------|------------------------------|
| How would you rate their website?   | ✓     | ✓              | ✓                   | ✓        | ✓             | ✓               | ✓               | <input type="checkbox"/> /10 |
| How would you rate their case studies?  | ✓     | ✓              | ✓                   | ✓        | ✓             | ✓               | ✓               | <input type="checkbox"/> /10 |
| How do you rate their ability to develop personas?                              | ✓     | ✓              | ✗                   | ✓        | ✗             | ✓               | ✗               | <input type="checkbox"/> /10 |
| How do you rate their ability to achieve the goals they set for their clients?  | ✓     | ✓              | ✓                   | ✓        | ✓             | ✓               | ✓               | <input type="checkbox"/> /10 |
| How do you rate their feedback and approval process?                            | ✓     | ✓              | ✗                   | ✓        | ✗             | ✓               | ✓               | <input type="checkbox"/> /10 |
| How do you rate their ability to create unique content that fits your business? | ✓     | ✓              | ✗                   | ✗        | ✗             | ✗               | ✓               | <input type="checkbox"/> /10 |

|   | Video | Visual content | Social media and PR | Strategy | Data analysis | Web development | Written content | Score                    |
|---|-------|----------------|---------------------|----------|---------------|-----------------|-----------------|--------------------------|
| <b>How do you rate the lead-in time for content delivery?</b>                                   | ✓     | ✓              | ✗                   | ✗        | ✗             | ✗               | ✓               | <input type="text"/> /10 |
| <b>How do you rate their content calendars?</b>   | ✓     | ✓              | ✗                   | ✓        | ✗             | ✗               | ✓               | <input type="text"/> /10 |
| <b>How do you rate the time required from your company in order for content to be produced?</b> | ✓     | ✓              | ✗                   | ✓        | ✗             | ✗               | ✓               | <input type="text"/> /10 |
| <b>How do you rate their expertise in SEO?</b>  | ✓     | ✓              | ✓                   | ✗        | ✓             | ✓               | ✓               | <input type="text"/> /10 |
| <b>How do you rate their expertise in website analysis?</b>                                     | ✗     | ✗              | ✗                   | ✓        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How do you rate their expertise of your business' website analytics tools?</b>               | ✗     | ✗              | ✗                   | ✗        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How do you rate their content performance reports?</b>                                       | ✗     | ✗              | ✗                   | ✗        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How would you rate their social media service or partners?</b>                               | ✗     | ✗              | ✗                   | ✗        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How would you rate their PR service or partners?</b>   | ✗     | ✗              | ✗                   | ✗        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How do you rate their expertise in website analysis?</b>                                     | ✗     | ✗              | ✓                   | ✗        | ✓             | ✗               | ✗               | <input type="text"/> /10 |
| <b>How do you rate their use of paid advertising?</b>   | ✗     | ✗              | ✓                   | ✓        | ✓             | ✗               | ✗               | <input type="text"/> /10 |

Want to see if Axonn are a good fit for your business?  
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