

## Assessing your Marketing Partner

When interviewing a prospective marketing partner, or during your annual marketing review, answer these questions, using a scale of 1-7, with 7 being best. To uncover any gap between your assessment and the self-assessment of your existing marketing partner, as part of your annual review, ask them to grade themselves, and then compare your perception against theirs.

Our marketing partner...	Company A	Company B	Company C
Works <u>hard</u> for our success			
Looks for new opportunities to build our brand, creates positive image and sells our products/services			
Leverages media and PR for maximum value and exposure			
Evaluates and watches competitors			
Audits marketing efforts for the sake of improving results, effectiveness and efficiency			
Thinks strategically, even when in the midst of a tactical project – generating out-of-box possibilities			
Advocates brand-centric thinking and marketing			
Helps us stay focused			
Remains accountable, which helps make US be more accountable			
Initiates – doesn't get stopped by "there isn't enough time"			
Acts like marketing is always important – and doesn't get pushed back by "emergencies" or what is more urgent			
Helps us become a more desirable employer (since our marketing staff now has someone to kick around ideas with)			
Acts as the catalyst, by adding ideas and thoughts to the mix, so that something better happens that might not have, without their involvement			
Acts as our bridge to the media, so we can get a better program for the dollars spent			
Perturbs, challenges and thinks creatively			
Listens to feedback from our <u>customers</u> and makes recommendations on how to improve our offers			
Conducts annual awareness surveys to ensure that maximum value is received for our money and time			
Generates positive word of mouth in the marketplace			
<b>Total score</b>			