

AGENCY INTERVIEW CHEAT SHEET

- What results have you driven for businesses like mine?
- How will you decide priorities in the first 30–60 days?
- What will you focus on to generate leads or sales, not just “awareness”?
- Who is doing the work day to day? (roles, seniority, and who I talk to weekly)
- How do you measure success and report it? (KPIs, dashboards, frequency, plain-English insights)
- How do you track attribution end to end? (calls, forms, CRM, offline conversions, UTMs)
- What’s included vs. extra cost? (content, creative, landing pages, SEO, ads management, tools)
- How do you handle strategy changes and testing? (cadence, experiments, learnings)
- What access do I own? (ad accounts, analytics, website, tracking, creative files, logins)
- What are the contract terms and exit plan? (length, cancellation, handoff, transition support)