

CONTENT MARKETING AGENCY: QUESTION CHECKLIST

- What's your experience in our industry?
- How do you develop content strategy?
- Who will be creating our content?
- Can you show examples of your content?
- What's your SEO and LMO approach?
- How do you tailor content to our brand voice?
- What types of content do you produce?
- What's your review and approval process like?
- How do you measure success?
- How do you stay on top of industry trends?
- What's your turnaround time and availability?
- What tools do you use for analytics?