

# 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?