



Partnering with a Digital Marketing Agency? Here is what to look out for:

Team's Core Competency



- ❑ Marketing, Content & Technology Experience
- ❑ Strong Ability to analyze markets and competitors
- ❑ Business Domain and AI/ML Expertise
- ❑ Understand the value & cost of generating a Lead
- ❑ Ability to deliver crisp content that appeals to the markets

Processes

- Do they have SOP (Standard Operating Processes) & Checklists in place
- Do they share the Key Success Metrics
- How agile and dynamic they are in their responses from the day 1
- Ability to deliver goods in a time-bund approach



Adoption of Tools & AI/ML



- Analytics for SEO
- Audit Tools
- Monitoring tools
- Ability to interpret and suggest timely corrections in real-time
- Content Optimization techniques using AI/ML