

## HOW TO EVALUATE A MARKETING PROPOSAL

**1**

Did they pay attention to what your business needs and build their proposal around that?

**2**

Have they included expected outcomes, not just the activities that they will do?

**3**

Do they speak to the metrics that matter most to your business?

**4**

Do they break down pricing so that you know what you are paying for?

**5**

Do they give you clarity about what you can expect of them regarding outputs?

**6**

Do they give you clarity about how often you can expect to speak with them?

**7**

Have they given you a schedule for when they will report progress and the important metrics to you?

**8**

Is the budget they propose within your range that you communicated to them?

**9**

Does the length of engagement make sense to you?

