



Community-Focused, Growth-Driven Digital Marketing Services That Deliver

www.mandalimedia.com

Your Marketing Service Checklist

Use this checklist to get clear on what to look for when choosing a marketing partner. Take notes after each point to capture thoughts or questions.

1. Experience and Qualifications

- ☐ Does the marketing service have knowledge and experience relevant to the client's business?
- ☐ Do they keep skills up to date through training and professional development?

Notes:

2. Portfolio and Client Recommendations

- ☐ Can they share a portfolio of their work?
- ☐ Do they have client recommendations?

Notes:

3. Alignment with Your Values

- Does the marketing service respect your core values?
- Are their marketing practices ethical and transparent?

Notes:

4. Clear Strategy

- Do they create clear, organized marketing strategies and a plan of action?
- Do they bring fresh, creative ideas tailored to your brand?

Notes:

5. Customized Content

- ☐ Do they have the skills needed to share your brand messages consistently across websites, social media, and emails?
- ☐ Do they tailor content appropriately for each platform?
- ☐ Do they offer social listening and content moderation services?

Notes:

6. Basic SEO Understanding

- ☐ Do they know the best practices for Search Engine Optimization (SEO)?
- ☐ Do they know how to help your business show up in search engine results?

Notes:

7. Communication Skills

- ☐ Do they listen carefully and respond clearly?
- ☐ Do they treat you like a partner, offering personalized ideas and support?
- ☐ Do they offer a free consultation to discuss your goals before sending a marketing proposal?

Notes:

8. Flexibility and Remote Work Capability

- ☐ Can they work smoothly from different locations or time zones?
- ☐ Are they willing to adapt to the client's evolving needs?

Notes:

9. Reports on Performance

- ☐ Do they offer a monthly report on key performance metrics? Does it highlight achievements?
- ☐ Do they track and utilize data to enhance their marketing efforts?
- ☐ Does the report provide insights into what's working and areas that could use improvement?

Notes:

10. Fair Pricing and Integrity

- ☐ Do they provide a clear proposal with a scope of work?
- ☐ Is pricing clear, fair, and transparent?
- ☐ Do they act with honesty and focus on long-term success?

Notes:

Summary: Do Your Due Diligence

Choosing the right marketing service isn't just about ticking boxes—it's about finding a partner who truly **understands your vision**, communicates clearly, and brings both strategic insight and human connection to the table.

Use this checklist to guide your conversations and research. Ask thoughtful questions. Request work samples, testimonials, and clarity around their process. Most importantly, make sure their approach **aligns with your values**, goals, and communication style.

The right fit will feel **collaborative** and clear. You won't be left wondering what's next—you'll know where you're going and who's walking with you.

We hope this guide has been helpful. When in doubt, ask a professional!

We offer a **complimentary 30-minute consultation** to help you gain clarity and explore the type of marketing support that's right for you—no pressure, no obligation.



Reach out to **sandhya@mandalimedia.com** to schedule your free consultation today.