**Digital Agency Selection Matrix**



Instructions: Use this template as a quick reference tool to compare and contrast the marketing agencies you are reviewing.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **<Existing Agency>** | **<New Agency 1>** | **<New Agency 2>** | **<New Agency 3>** | **<New Agency 4>** | **<New Agency 5>** |
| **Overall Agency Stats** |  |  |  |  |  |  |
|  **Website** | www.sampleagency.com | www.newagency.com |  |  |  |  |
|  **# of Full-Time Employees** | 15 | 25 |  |  |  |  |
|  **# of Contract Employees** | 10 | 0 |  |  |  |  |
|  **Date founded** | 2007 | 1996 |  |  |  |  |
|  **Agency Type** | Digital Agency | Digital Agency |  |  |  |  |
|  **Agency Location** | Atlanta | San Francisco |  |  |  |  |
|  |  |  |  |  |  |  |
| **Agency Capability Comparison** |  |  |  |  |  |  |
|  **Web Development**  | x | x |  |  |  |  |
|  **Mobile App Development** | x | x |  |  |  |  |
|  **Custom Development** |  | x |  |  |  |  |
|  **Copy Writing** | x | x |  |  |  |  |
|  **Video Production**  |  |  |  |  |  |  |
|  **Animation** |  |  |  |  |  |  |
|  **Content Creation** | x |  |  |  |  |  |
|  **Graphic Design** | x | x |  |  |  |  |
|  **Content Creation** |  | x |  |  |  |  |
|  **Email Marketing** | x | x |  |  |  |  |
|  **Event Marketing** |  | x |  |  |  |  |
|  **Social Media Marketing** | x | x |  |  |  |  |
|  **Search Engine Optimization** | x | x |  |  |  |  |
|  |  |  |  |  |  |  |
| **Agency MarTech Expertise** |  |  |  |  |  |  |
|  **ABM Tool Expertise** | DemandBase, Terminus | None |  |  |  |  |
|  **Marketing Automation** | Hubspot, Pardot | Marketo, Pardot |  |  |  |  |
|  **CRM** | None | Salesforce.com |  |  |  |  |
|  **Analytics / Reporting** | Salesforce / Hubspot | Insight Squared |  |  |  |  |
|  |  |  |  |  |  |  |
| **Agency Vetting** |  |  |  |  |  |  |
|  **Phone Reference Checks**  |  | 3 complete, all positive |  |  |  |  |
|  **Named Clients** |  | Acme, Stark Industries |  |  |  |  |
|  **Online Reviews / Testimonials** |  | 14 Found – 4.2 average rating |  |  |  |  |
|  **Writing Test** |  | Excellent / Professional |  |  |  |  |
|  **Quality of Proposal**  |  | Medium  |  |  |  |  |
|  **Prices of Services** |  | High |  |  |  |  |

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**In the section below, fill out the softer details of your interaction with each agency.**

These are largely based on less objective distinctions. Remember, you’ll be putting your brand into the hands of this new agency. You need to both trust the people you’re working with, and have compatible “tastes” when it comes to the design and creative work.

|  |  |
| --- | --- |
| <New Agency 1> |  |
| What Do I think of the Creative Examples They Shared? | Be honest with yourself. Taste is an important part of any partnership. Do they nail it? Do you “kinda” like what they’ve done in the past, or are you simply “hoping” they can get the job done?  |
| Is My Team Compatible with the Agency Team? | You’ll want to make sure you speak with everybody you can. Feel them out. Are they telling you what you want to hear just to win the business? Do you generally “like” the people you’ll be working with?  |
| How Do I Feel About the Agency Leadership?  | Agency principles lead the teams that will be working for you. Do they seem trustworthy, or are they used car sales men? Or somewhere in-between. Their employees will follow their lead, so make sure you like them.  |
| What Does My “Gut” Tell Me About This Agency? | A big part of picking an agency comes down to gut feel. When you find the right one, you’ll just know it. Be honest here. You’ll thank yourself in the future.  |

|  |  |
| --- | --- |
| <New Agency 2> |  |
| What Do I think of the Creative Examples They Shared? |  |
| Is My Team Compatible with the Agency Team? |  |
| How Do I Feel About the Agency Leadership?  |  |
| What Does My “Gut” Tell Me About This Agency? |  |



|  |  |
| --- | --- |
| <New Agency 3> |  |
| What Do I think of the Creative Examples They Shared? |  |
| Is My Team Compatible with the Agency Team? |  |
| How Do I Feel About the Agency Leadership?  |  |
| What Does My “Gut” Tell Me About This Agency? |  |

|  |  |
| --- | --- |
| <New Agency 4> |  |
| What Do I think of the Creative Examples They Shared? |  |
| Is My Team Compatible with the Agency Team? |  |
| How Do I Feel About the Agency Leadership?  |  |
| What Does My “Gut” Tell Me About This Agency? |  |

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|  |  |
| --- | --- |
| <New Agency 5> |  |
| What Do I think of the Creative Examples They Shared? |  |
| Is My Team Compatible with the Agency Team? |  |
| How Do I Feel About the Agency Leadership?  |  |
| What Does My “Gut” Tell Me About This Agency? |  |

**Additional Resources from AgencyLoft.com**

* **Directory:** Full List of Professionally Reviewed Agencies:[**https://www.agencyloft.com/listings/**](https://www.agencyloft.com/listings/)
* **Article:** 7 Traits of an Amazing Design Agency:[**https://www.agencyloft.com/2017/10/09/7-traits-top-web-design-agency/**](https://www.agencyloft.com/2017/10/09/7-traits-top-web-design-agency/)
* **Article:** How to Pick the Best Digital Marketing Agency:[**https://www.agencyloft.com/2017/08/11/how-pick-best-digital-marketing-agency/**](https://www.agencyloft.com/2017/08/11/how-pick-best-digital-marketing-agency/)
* **Article:** How to Choose A Marketing Agency:[**https://www.agencyloft.com/2017/02/06/how-to-choose-a-marketing-agency/**](https://www.agencyloft.com/2017/02/06/how-to-choose-a-marketing-agency/)



**About AgencyLoft.com**

We offer a simple way to connect with potential agencies anywhere in the world. Browse the top agencies then immediately message and set up an initial meeting. Each agency is professionally reviewed our team, and you’ll find creative examples, peer reviews and dozens of filters to help you identify the agency that’s right for your brand. Simple and easy to use, AgencyLoft.com offers a way to find great agencies without the headache.

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