

12 Ways to Prove Your Communication Firm is Worth It

By Nick Rice

How do you gauge whether your in-house or external communications/design agency is working as well as they should be?

Here are a few questions to get you started:

1. Is there alignment between your “brand promise” and your customer’s perception? If not, who is responsible? How will you fix it?
2. How well do they listen before offering a solution to your issue?
3. Can they speak your business language?
4. When is the last time they impressed you with a new idea?
5. Are they really part of your team or just a vendor?
6. Is the in-house team better than the outside agencies? Why not? They should have the advantage (hint: and it’s not because they’re “free” or the quickest).
7. How does the quality of your deliverables compare to your competition?
8. Can they effectively give your pitch to someone without you?
9. Do they work on your projects as business people or as artists?
10. Is there a long term career path for your in-house creative team?
11. Can they truly understand the root cause of your business problems?
12. Are you getting the most out of your current retainer? How would you know if you’re not?



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