

## 10 QUESTIONS TO CONSIDER WHEN FINDING A MARKETING SOLUTION FOR YOUR BUSINESS

1

What are the current marketing tasks that are working? What's not working?

2

**What are the current roadblocks preventing you from implementing your marketing strategies?**

3

Do you have someone on your team that understands how to market your business, is passionate about marketing, and has the bandwidth and skillset to implement your marketing strategies? Who can do all three Get It, Want It and Can Do It?

4

**Is there someone on your team that already has an existing marketing skillset but could use some 1:1 training to sharpen their skills?**

5

Who is holding your marketing team accountable for metrics? Do you even have marketing metrics in place?

6

**If your marketing team is overloaded, can responsibilities be shifted for delegated to another team member to free up these responsibilities?**

7

Is anyone on your team particularly passionate about marketing even if they don't have but desired skill set?

8

**How much are you willing to spend on resources and tools to set your team up for success? Tools like Canva pro, social scheduling tools, training and accountability, and other things may come with a monthly expense beyond payroll.**

9

If you are considering bringing on a third party marketing agency to offload tasks, who will be your main point of contact? Can they work well with a vendor and communicate effectively? Outsourcing means that communication lines need to be open and timely.

10

**How difficult is your industry to learn? If there are complex industry-specific jargon, compliance standards, or brand-specific details that take substantial amounts of time to learn, training a team member from within (or having a designated point of contact to review content created by a vendor) may be the best option.**