

Marketing partner selection – table of important questions

Key partner questions	Notes from potential partner meetings
How would you use the mix of communications tactics to address <<insert business issue>>?	
What would you prioritise for <<insert name of business>>?	
How are the account management and project management organised?	
How do you measure marketing success?	
Can you provide a client reference that I can talk to on the phone?	
How will hours/activity be billed?	
What are your payment terms?	
Do you have standard Non-disclosure Agreements (NDA's)?	
Where do you have additional buying power that could be beneficial?	
Are there any conflict of interest/exclusivity issues that should be considered?	