mithminds
We Make It Happen.

9 questions to ask before you sign with a marketing agency

Take this into your next agency call. Tick each question off once you're happy with the answer. If you hear a red flag, ask more before you commit.

	ASK	GOOD SIGN	RED FLAG
☐	1 **What does my business need, and what don't I need?**	They ask about your goals first	Their biggest package, straight away
☐	2 **Who will actually do the work?**	A named person who knows your industry	"Our team will handle it"
☐	3 **How does this link to my business goals?**	Enquiries, bookings and sales	Reach and likes only
☐	4 **What can't you promise?**	Honest ranges and risks	Guaranteed rankings or ROI
☐	5 **Whose name will my accounts be in?**	Yours. They get access	Theirs, "to make it easier"
☐	6 **What's included, and what costs extra?**	Itemised scope, costs and timelines	One line and a monthly fee
☐	7 **What will your reports look like?**	Plain English, tied to your goals	Pages of charts, no context
☐	8 **How fast do you reply, and who do I contact?**	A named contact and a timeframe	A generic inbox
☐	9 **What happens if we part ways?**	A clear, fair, written exit	Penalties, or they keep your assets

Check your domain in 2 minutes

Look up your website on auDA's free **.au WHOIS** tool. The registrant should be **your business**, with your ABN or ACN.

Hiring an agency overseas?

Also ask: what **hours** they work in your time zone, who checks work against **Australian rules**, and where your **customers' data** is stored.

Want a second opinion on a proposal?

Book a free 30-minute call. No strings attached.

mithminds.com/contact

Based on guidance from the Australian Small Business and Family Enterprise Ombudsman (asbfeo.gov.au), Google Search Central, auDA and the ACCC. General information only, not legal advice.