

# Marketing Agency Evaluation Scorecard

Score each criterion from 1 to 5, with 1 representing a poor fit and 5 representing an excellent fit. Add the ten scores for a maximum total of 50.

| EVALUATION CRITERION                      | AGENCY 1 | AGENCY 2 | AGENCY 3 |
|-------------------------------------------|----------|----------|----------|
| 01 Industrial experience                  |          |          |          |
| 02 Technical discovery                    |          |          |          |
| 03 Technical content capability           |          |          |          |
| 04 SEO strategy                           |          |          |          |
| 05 ABM capability                         |          |          |          |
| 06 CRM alignment                          |          |          |          |
| 07 Sales enablement                       |          |          |          |
| 08 Reporting quality                      |          |          |          |
| 09 Strategy-first approach                |          |          |          |
| 10 Fit with your team                     |          |          |          |
| TOTAL SCORE <div>Maximum: 50 points</div> | / 50     | / 50     | / 50     |

## Criterion Key

- 01

**Industrial experience**  
Has worked with manufacturers, OEMs, distributors, or technical B2B companies
- 02

**Technical discovery**  
Uses SME interviews, product research, and sales-team input
- 03

**Technical content capability**  
Can write for engineers, procurement, operations, and leadership
- 04

**SEO strategy**  
Understands technical, application-based, and long-tail search behavior
- 05

**ABM capability**  
Can support named accounts and buying committees
- 06

**CRM alignment**  
Understands MQLs, RFQs, lead scoring, routing, and automation
- 07

**Sales enablement**  
Builds content sales teams can use during long buying cycles
- 08

**Reporting quality**  
Reports qualified leads, RFQs, conversion rates, and pipeline impact
- 09

**Strategy-first approach**  
Starts with discovery and a roadmap rather than disconnected tactics
- 10

**Fit with your team**  
Communicates clearly and works well with marketing, sales, and technical SMEs