

15 QUESTIONS BUSINESSES SHOULD ASK PROSPECTIVE PR AND ADVERTISING AGENCIES

1. What experience do you have in my industry?
2. What kind of results can I expect from working with your agency?
3. How will you measure the success of your campaigns?
4. How do you determine the best target audience for a campaign?
5. What is your approach to creating a campaign strategy?
6. How do you handle crisis communication?
7. What kind of media relationships do you have?
8. Can you provide examples of successful campaigns you have executed in the past?
9. How do you stay current with the latest industry trends and changes?
10. What is your pricing structure?
11. How do you communicate with clients throughout the duration of a campaign?
12. How long does it typically take for a campaign to start generating results?
13. What kind of reporting and analytics can I expect to receive?
14. How do you integrate social media into your campaigns?
15. Can you provide references from other clients you have worked with?