

Checklist:

33 QUESTIONS

to Ask Your Potential
Marketing Agency





When you are looking for a new marketing agency, it can be tough to sniff out the true experts and professionals. We hear this all the time from prospective clients!

Be confident in your search for your marketing provider with our 33 questions to ask during your evaluation process.

FIT

1

How do you describe your company culture?

At Triforce Digital Marketing, our company culture is an embodiment of innovation, adaptability, and unwavering dedication. To encapsulate our essence in a few words, we'd choose "innovative, multi-faceted, and dedicated." Our culture thrives on embracing change and staying ahead of the curve in the ever-evolving digital marketing landscape. Our suite of services caters to clients across a wide spectrum of industries and business stages. We take pride in assembling a team of professionals with diverse skills and perspectives, ensuring that we always have the right people for the job. The dynamic nature of the digital marketing world drives us to continuously learn, collaborate, and ask questions. This commitment to learning equips us with the skills and insights needed to maintain a competitive edge.

2

What departments does your company have?

As Triforce Digital Marketing has grown since its inception in 2016, we've cultivated a high-caliber team of industry experts who consistently deliver exceptional results for our clients. Our array of departments and positions encompass a comprehensive suite of expertise, ensuring that our clients receive the highest level of service. Here's a glimpse into the departments within the Triforce team:

- Business development
- Digital marketing analysis
- Digital marketing management
- Media production
- Content marketing and copywriting
- Strategy and growth
- Creative direction and design
- B2B automation
- Support analysis

3

Who will be handling my account regularly, and what's their experience?

Your account will be in the capable hands of our team members who possess extensive experience within our company and in various external roles. Each member brings a wealth of expertise acquired through years of working with diverse clients and industries. As a collaborative team, we ensure that your account is managed by individuals whose skills and knowledge align with your specific needs. Our commitment to continuous improvement and staying up-to-date with the latest techniques ensures that your account is managed with the utmost professionalism and proficiency.

4

In what ways are the senior leaders of the company involved in my account?

Our senior leaders are strategically involved in client accounts, focusing on their specialized areas of expertise to enhance efficiency and effectiveness. With a dedicated focus on domains like SEO, lead generation, email marketing, and sales, these leaders ensure that your needs are met with precision. Their hands-on involvement contributes to optimized strategies that drive tangible results, reinforcing our commitment to delivering value.

5

How often will I hear from or see senior members of the team?

The availability of our senior team members is tailored to your convenience. We prioritize effective communication and accessibility, ensuring that they are reachable whenever you require their insights, guidance, or assistance. If you need to schedule an appointment or discussion, we are committed to promptly arranging it to accommodate your schedule.

QUALIFICATIONS

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What is your agency's primary area of expertise?

Triforce Digital Marketing excels in a comprehensive range of services that span the digital marketing spectrum. From local search engine marketing services to dynamic social media campaigns, impactful copywriting, engaging web design, and beyond, our expertise covers it all. While we have a successful track record with businesses across various stages and industries, our specialization shines in sectors such as medical and dental offices, the energy industry, real estate, and entrepreneurship.

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In what other domains do you exhibit proficiency?

Our impact extends beyond digital marketing. Triforce is a driving force behind Dream Tank USA for Nonprofits—an initiative aimed at propelling nonprofit organizations to grow. We provide essential support in setting up corporate structures, creating custom fundraising campaigns, and facilitating merchant services. Our commitment to helping nonprofits flourish aligns with our core values and our mission to create a positive impact.

8

When was your agency established?

Triforce Digital Marketing was founded in September 2016 as a response to the challenges faced by local businesses and entrepreneurs in Texas. We recognized the need for effective digital marketing solutions and services to empower these businesses to succeed in the digital landscape.

9

What certifications do your team members hold?

Our team members hold a range of certifications that reflect their expertise and commitment to excellence. These certifications include Google Ads Certified, Yext Certified, HubSpot Inbound Certified, and more. Furthermore, many of our team members carry industry-specific certifications and licenses, particularly in sectors like real estate, land and energy, and solar power. This diverse skill set ensures that our team is well-equipped to address your unique requirements.

10

To what extent do you contribute to industry publications?

Our reputation and recognition come not only from industry publications but also from the heartfelt testimonials of clients whose businesses we've transformed. Our expertise has particularly shone in cases where medical professionals have praised our role in enhancing their online presence and attracting more patients. As we expand our horizons and work with a variety of industries, our influence continues to grow.

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At which conferences have you spoken?

Our team has been active participants in notable conferences, each contributing to our growth and expertise. Some of the conferences we've attended include:

- Video Marketing World Conference in Dallas, Texas
- Las Vegas for Impact 18 Digital Marketing Conference
- Service Autopilot Member Conference 2018

These conferences provide opportunities to share insights, learn from industry peers, and collaborate on cutting-edge strategies. We're always open to engaging in speaking engagements and sharing our expertise at your events.

PROCESS

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What is the approach during the first 90 days of our partnership?

The initial 90 days of our partnership are dedicated to establishing a solid foundation for collaboration. This phase involves in-depth discussions to understand your brand, team, and objectives. While every client relationship is unique, we will work closely with you to outline your goals and formulate a detailed strategy that aligns with your timeline. This strategy will encompass team members, execution plans, and a monitoring framework to ensure we achieve your objectives effectively.

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What information will you require from us?

Our partnership thrives on open and transparent communication. We expect you to share your goals, values, and requirements, enabling us to create tailored solutions that meet your expectations. Similarly, we aim to establish a relationship built on trust, valuing your insights and perspectives to guide our efforts.

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How much of your team's time will be dedicated to executing a successful strategy?

We respect your time and commitments. Our communication with you will be targeted and efficient. We'll contact you via email or other platforms as needed to gather essential information for strategy execution, ensuring minimal disruption to your routine.

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How far ahead do you plan our marketing strategy and why?

Upon initial contact, we conduct a comprehensive audit of your website to present during our appointment. This proactive step allows us to demonstrate our capabilities, showcasing your website's progress and its positioning in search engine results. This audit serves as the starting point to craft an effective marketing strategy aligned with your goals.

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How does your team foster internal communication?

Effective internal communication is essential to our success. Our team employs a range of channels, including email, phone calls, and video conferencing tools like Zoom or Google Meet. These platforms ensure seamless collaboration, enabling our team members to exchange ideas, insights, and updates effectively.

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In what ways will your team communicate with ours?

Communication with your team is of paramount importance. Our digital marketing department maintains regular contact through platforms like Slack, email, Skype, WhatsApp, and others that suit your preferences. This specialized team, comprising a digital marketing manager, analyst, and content expert, ensures effective communication and a shared understanding of your requirements.

THE CHALLENGER AGENCY

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How often can I expect to receive marketing industry insights from your team?

Our commitment to keeping you informed means you can expect to receive marketing industry insights as soon as they become available. Given the dynamic nature of the field, staying updated is vital to our approach.

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How often will insights relevant to my industry be shared?

Industry-specific insights will be shared on an ongoing basis to keep you well-informed about developments, trends, and opportunities that directly impact your sector.

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Can you share an example of when you convinced a client to embrace a valuable initiative?

A powerful example is when clients initially questioned the necessity of our digital marketing expertise. However, after we conducted thorough audits that unveiled issues affecting their website's performance, they recognized the value of our involvement. This partnership led to increased sales and sustained growth, as they continued to collaborate with Triforce Digital Marketing.

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What other clients have faced challenges similar to ours?

Our diverse clientele has encompassed businesses across various stages and industries, each with its unique challenges. From medical and dental offices to local establishments, solar companies, real estate ventures, energy sector players, and nonprofits, we've encountered and successfully addressed challenges akin to yours.

INDUSTRY VARIETY

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In what other domains do you exhibit proficiency?

Apart from our digital marketing prowess, we've lent our expertise to various ventures. Notably, we've been instrumental in supporting Dream Tank USA for Nonprofits—a transformative initiative that empowers nonprofits. By aiding in setting up structures, creating fundraising campaigns, and enabling merchant services, we contribute to the growth of organizations dedicated to positive change.

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When was your agency established?

Triforce Digital Marketing was founded in September 2016, emerging as a solution to the digital marketing needs of local businesses and entrepreneurs in Texas. Our inception marked a commitment to delivering impactful results in a rapidly evolving digital landscape.

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What certifications do your team members hold?

Our team members hold an array of certifications that underpin their expertise. These certifications include Google Ads Certified, Yext Certified, and HubSpot Inbound Certified. Furthermore, team members engaged in sectors like real estate, land and energy, and solar power often possess industry-specific certifications, ensuring their adeptness in addressing your industry's demands.

CONFIDENTIALITY

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To what extent do you contribute to industry publications?

Our reputation and recognition are often bolstered by testimonials from satisfied clients across diverse sectors. Particularly notable are instances where medical professionals praised our role in amplifying their online presence and attracting new patients. This organic growth reinforces our impact and fuels our expansion into additional industries.

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At which conferences have you spoken?

Our commitment to industry growth is evidenced by our active participation in conferences, where we exchange insights and learn from peers. Some significant conferences we've attended include the Video Marketing World Conference in Dallas, the Impact 18 Digital Marketing Conference in Las Vegas, and the Service Autopilot Member Conference in 2018. We are eager to contribute to more speaking engagements and events in the future.

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What is the approach during the first 90 days of our partnership?

The initial 90 days of our collaboration form a crucial foundation for our partnership. During this period, we engage in comprehensive consultations and discovery sessions to deeply understand your brand, goals, and requirements. Although each client relationship is unique, you can anticipate focused discussions to define your goals, followed by the formulation of a detailed strategy. This strategy encompasses team allocation, execution plans, and mechanisms for monitoring progress, all aimed at achieving your objectives effectively.

RESULTS

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What information will you require from us?

Our collaboration thrives on transparency and open dialogue. We expect you to share your goals, values, and requirements, enabling us to craft customized solutions. Similarly, we value your insights, trusting that a partnership built on honesty and trust will yield the best outcomes.

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How much of your team's time will be dedicated to executing a successful strategy?

We deeply respect your time and commitments. Our communication with you will be targeted and efficient. We'll reach out via email or other convenient platforms as needed to gather necessary information for strategy execution, ensuring minimal disruption to your routine.

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How far ahead do you plan our marketing strategy and why?

Upon your initial outreach, we perform an in-depth website audit to present during our first appointment. This proactivity allows us to showcase tangible results, illustrating your website's progress and search engine ranking. This audit serves as the launchpad for crafting an effective marketing strategy aligned with your goals.

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How does your team foster internal communication?

Our team values seamless internal communication, leveraging various channels such as email, phone calls, and video conferencing tools like Zoom or Google Meet. These platforms facilitate the exchange of ideas, insights, and updates among team members, ensuring efficient collaboration.

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In what ways will your team communicate with ours?

Effective communication is pivotal to our partnership's success. Our digital marketing department maintains consistent contact via platforms like Slack, email, Skype, WhatsApp, and others that suit your preferences. This dedicated team, comprising a digital marketing manager, analyst, and content expert, ensures that your communication preferences are respected, facilitating effective collaboration and understanding.

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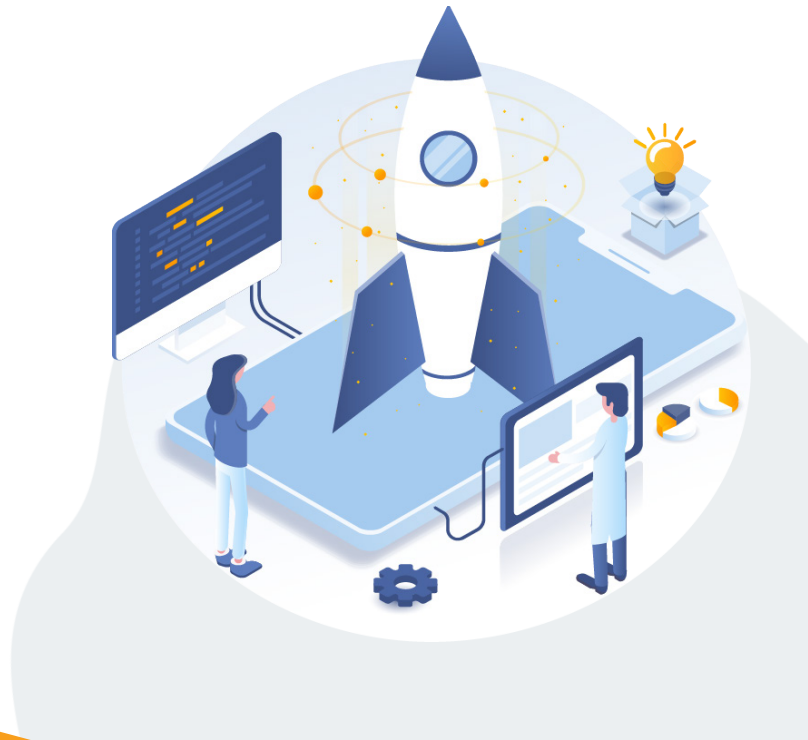
How often can I expect to receive marketing industry insights from your team?

Our commitment to keeping you informed means that as soon as industry insights emerge, we will promptly share them with you. Staying updated on the ever-changing marketing landscape is crucial to our approach.



Interested in Growing Your
Business Online?

Let's talk!



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