

5 Key Things to Look for in a Marketing Partner

A strong marketing agency should not only understand business and branding but should align with your mission and know how to communicate your brand with clarity and integrity. Use this checklist to vet your next marketing partner.

1. Shared Values and Understanding

- Check Their Website and Mission Statement** – Do their values align with yours?
- Assess Their Discovery Process** – Do they take time to understand your brand, team, and mission?
- Determine Their Engagement** – Do they authentically engage with your organization and its unique attributes?

2. Strategy-First Approach

- Observe Their Approach** – Do they prioritize understanding your audience and mission before making recommendations?
- Request a Case Study** – Can they provide real-world examples of how they've helped other organizations grow?

3. Transparency and Integrity

- Check Reviews and References** – Do past clients highlight honesty, collaboration, and follow-through?
- Ask About Pricing and Contracts** – Are their costs and expectations clearly outlined with no hidden fees?

4. Creativity that Reflects Your Message

- Review Their Work** – Does their past work align with your brand's vision and goals?
- Ask About Their Creative Process** – Do they start with strategy and research, or do they jump straight to creative?

5. Long-Term Partnership Mentality

- Gauge Their Commitment to Your Growth** – Are they invested in your long-term success or just making a sale?
- Check Client Retention Rate** – How long do clients typically stay with them?

Voom Creative is an award winning, Christ-centered organization that uses a strategic, faith-driven approach to grow our clients' business—while staying true to our purpose to bring honor and glory to God. **Let's connect and create a lasting, God-honoring partnership.**

*"And whatsoever ye do, do it heartily, as to the Lord, and not unto men."
— Colossians 3:23*