

The Harbor Standard

A checklist for choosing a marketing partner

You should not have to wonder if your marketing is working.

Before you sign with any agency, including ours, ask these questions.

A good partner answers them plainly. A great one brings them up first.

Three commitments. Twelve questions.

01 Understand before we prescribe

- ☐ Did they ask how your business actually wins work before recommending anything?
- ☐ Did they ask where inquiries come from today, and what happens after each one?
- ☐ Did they ask about your capacity, your team and your existing tools?
- ☐ Did they tell you anything you should NOT spend on yet?

02 Fix before we add

- ☐ Did they look for leaks in follow-up and weak pages before suggesting more traffic?
- ☐ Did they review the software you already pay for before recommending new tools?
- ☐ Can they name the one thing they would fix first, and why?
- ☐ Will they put the plan, the fee and the measures in writing before work begins?

03 Explain before we report

- ☐ Will your report tell you which marketing produced each inquiry, not just clicks?
- ☐ Will someone explain what happened, what it means and what comes next, in plain English?
- ☐ If something is not working, will they tell you, and tell you early?
- ☐ Do you know exactly who is accountable for the whole picture?

ONE LAST THING

**If something is not working,
we will tell you.**

If you should not spend more yet, we will tell you that too.

Start with a free 20-minute Growth Review. You will leave with up to three priorities, in order, and an honest answer on whether Harbor is the right fit. No obligation.

harborgrowthsystems.com/growth-review