The first call

Most first calls run fifteen to thirty minutes. That's plenty of time for these eight, as long as you bring them with you. Keep a pen handy too (or a notes app), because you'll want the answers in writing when you're comparing agencies later.

Agency

Date of the call

Who was on it

01 Who's actually going to work on my account? (Names are great. Roles are fine.)

02 Other than the dashboard, what will I get from you each month, and what day does it show up?

03 How will we know if this isn't working, and about when would we know it?

04 How long is the minimum, how much notice do you need, and what gets me out early?

05 From day one, whose name are the ad accounts, analytics and Business Profile in?

06 Does my card pay Google and Facebook directly? And how do you figure your fee?

07 Have you looked at my website yet? What would you change first?

08 When would you tell me to stop paying you?