

# Demand Generation Agency Scorecard

If you're like most companies, you spend a majority of your marketing budget on generating new leads. Working with the right demand generation partner can be the difference between hitting or missing your goals. Many agencies use a lot of the same words to describe themselves and their services, so how can you be sure that the partner you've chosen is the right fit for you and is helping you manage your marketing investment wisely?

We've developed this six-point scorecard to help you evaluate whether your agency is the best partner to set you up for long-term success.

Demand Generation Expertise		
	Yes = 1	No = 0
<p>Digital demand generation is a fundamentally different style of marketing than branding, ecommerce, traditional advertising (TV, Radio, etc.) or other “engagement” based marketing. Having a partner that specializes in this type of marketing can help you navigate the unique challenges of demand generation with much greater success.</p>		
<p><b>Does your agency have the ability to measure the performance of leads throughout the sales process?</b></p> <p>Helping clients align their marketing and sales systems to determine the quality of leads generated is essential to the success of any demand gen program.</p>		
<p><b>Do they have certified experts in the marketing automation and CRM platforms that you have in place?</b></p> <p>These platforms serve as the backbone of your marketing and sales systems, so it is crucial to have partners you can trust when working in these platforms on your behalf.</p>		
<p><b>Do they have a well-articulated process for forecasting performance and making optimizations to ensure projections are met?</b></p> <p>Part of a well-executed demand gen plan is having the ability to confidently set goals and reach them every quarter, with continuous learning and improvement over time.</p>		
<p><b>Are you confident in your agency’s ability to execute across all stages of demand generation?</b></p> <p>Core capabilities should include digital media planning / management, creative development, landing page design / development, marketing automation and analytics.</p>		
<b>Expertise Sub-Total</b>		

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## Knowledge of Your Business

Many lead based businesses sell high consideration and highly technical products. This is why they rely on sales teams to close deals. Having an agency that really understands your products and target audiences as well as your sales and marketing systems is essential for strong performance.

Yes = 1	No = 0
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**Does your agency truly understand your product or service?**

Understanding the pain points your prospects deal with on a daily basis helps to identify the right ways to reach and message to your prospects.

**Do they understand your business from a sales and revenue perspective?**

This level of knowledge can help you know the composition of your revenue from new vs. existing customers and Channel vs. Sales teams.

**Can they tell you how many leads, opps and wins come from foundational or unpaid “marketing” sources?**

Your marketing investment has less impact on foundational sources like direct, referral and organic search, so it’s important to properly forecast the volume coming from these sources as budget increases/decreases.

**Can they tell you conversion rates of each type of lead?**

Not all leads are created equal. Knowing the conversion rate by source and conversion type will help to set realistic goals for future campaigns.

**Business Knowledge Sub-Total**

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## Plan Campaigns For ALL Your Target Audiences

A comprehensive demand generation system should account for all target audiences. This starts with having a clear definition of your prospects, including profile-based targeting (like demographic, psychographic and bizographic data) and behavioral based targeting (data about their interests). But there's more to defining ALL of your audiences than that.

Yes = 1      No = 0

**Does your agency have a clear breakdown of your prospects with campaigns designed to engage and convert them?**

Prospects can come in all different roles and buying stages. Having a specific plan for each can help maximize targeting and message relevancy.

**Do they develop campaigns to nurture active leads through the sales process?**

Leads will enter your database in various stages of the buying process. Nurture activities are a great way to further educate leads and keep them warm throughout the sales process.

**Do they develop campaigns to reactivate old leads who have fallen out of the sales process?**

Most leads will not be ready to convert right away. It's important to have a strategy to keep leads engaged after they've cycled out of your initial nurture & sales initiatives.

**Do they develop campaigns that target your existing customers?**

Existing customers can account for a significant share of sales, and they can be easily reached through email or highly targeted media programs.

**Campaigns for ALL Audiences Sub-Total**

# Demand Generation Agency Scorecard

## Campaigns Account for All Prospect Touchpoints

All of your target audience’s touchpoints must be planned for and optimized in a high performance demand generation system.

These touchpoints include media that targets them, creative assets that engage them, web destinations/landing pages that convert them, thank-you pages and email programs that nurture them, and analytics systems that measure them.

Yes = 1      No = 0

**Do your agency’s media plans include highly targeted media to minimize waste and maximize return on investment?**

Tactics such as Account Based Marketing (ABM) can ensure you are only targeting top priority accounts identified by you and your sales team.

**Do they offer recommendations for optimizing creative assets, and if so, are they based on audience insights?**

Engaging prospects based on their pain points rather than just using general internal focused messaging can help create a more relevant experience with your marketing.

**Do they develop targeted landing pages optimized to convert the audience?**

Getting the right prospects to your site is key, but making sure you are sending them to the right experience on your site will maximize lead conversions.

**Do they create thoughtful thank-you pages and nurture campaigns that work hand-in-hand with sales messaging and processes?**

Some agencies think that once a lead is generated, their job is done. It is equally important to provide a positive experience for prospects post conversion to help support the sales process.

**Do they have a well-articulated plan for how they measure each of these pieces in order to effectively optimize them over time?**

Measuring performance across each stage of the demand gen process is difficult to do, but is crucial to determining ROI and maximizing future investments.

**All Touchpoints Planned Sub-Total**



# Demand Generation Agency Scorecard

## Measure Their Performance Based On Your Business Results

While impressions, clicks, and leads are nice, none of them matter if you can't prove that your marketing campaigns are generating actual opportunities and sales.

Yes = 1      No = 0

**Does your agency do its reporting and optimizations based on opportunity and revenue performance?**

CPC, CTR, and even CPL can be irrelevant if the leads being generated are junk and do not convert to opportunities and ultimately revenue.

**Can they track performance to the keyword/placement level so they can optimize not only between tactics, but also within each tactic?**

This level of detail will help to ensure your marketing dollars are being invested in exactly the right places based on what has worked historically.

**Can they measure when marketing reactivates a dormant old lead or contact that has fallen out of the sales process?**

Knowing which tactics were responsible for bringing them back can help build effective reactivation strategies in the future.

**Do they set specific goals for their marketing campaigns and then hold themselves accountable to those goals?**

Knowing how to set realistic goals and having confidence to deliver on them are key capabilities of an effective demand gen agency.

**Do they provide always-on dashboards with up to date campaign performance?**

Being transparent with performance is a sign that your agency has nothing to hide and gives you direct insight into how your marketing dollars are performing.

**Measurement Sub-Total**

# Demand Generation Agency Scorecard

Agency Integrity			
Trust is the foundation of any successful partnership. No agency is perfect, marketing is an imperfect science, but working with a partner whom you feel has your best interests at heart is critical for long-term success.		Yes = 1	No = 0
<p><b>Does your agency consistently make recommendations that improve your marketing and not just their bottom line?</b></p> <p>You should be able to trust your agency to recommend reallocating funds from their investment to improve your internal processes or adopt new technology if that is needed.</p>			
<p><b>Do you have senior leadership working on your account day-to-day?</b></p> <p>Some agencies do a great job selling you services with their leadership team, but once the contract is signed they leave the management of your marketing to a junior team.</p>			
<p><b>Do they tell you when a project is outside of their expertise and help you source a vendor that can assist?</b></p> <p>An all-in-one shop is great in theory, but often fails in practice. Having an agency you can trust to execute what they are truly great at ensures you get the most out of your investment.</p>			
<p><b>Are you getting an appropriate value for the fees you are paying?</b></p> <p>As a marketer, you need to have confidence that every dollar you invest is bringing the greatest value to your business.</p>			
<b>Measurement Sub-Total</b>			
<b>GRAND TOTAL</b>			<b>out of 26</b>

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## Scoring Breakdown

Hopefully this agency scorecard has given you some helpful questions to dig deeper into your relationship with your agency to help you get clarity about whether they are the right fit for you.

### Scores of 22+

If your agency scored a 22 or above, you probably have a great partner. Hopefully this exercise has helped you start a dialogue with your agency to strengthen your partnership even further.

### Scores of 16-21

You may want to revisit how you are executing your demand generation programs and assess if you are working with the right partner. You may consider switching partners if they are unable to help you quickly address the open issues.

### Scores of 15 or below

This means you have multiple areas of concern in your demand generation programs which are likely hurting your results. If your agency hasn't identified these areas as problems and started developing a solution, then you should probably identify a partner that can bring you the demand generation expertise you need.

## Conclusion

If your score happened to fall within the bottom two categories and you are open to considering another partner to help you execute sophisticated demand generation programs we'd love a chance to talk to you.

Please contact our President, Josiah Sternfeld

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## About Integrous Marketing



**Integrous Marketing** is a leading Demand Generation agency that specializes in lead-based businesses. We're committed to taking the practice of digital marketing to new levels of accountability and results. We have pioneered new marketing services and technologies that reorient all marketing activities to be judged on clearly visible business results. We work with a broad range of business-to-business and lead-based clients that we enjoy partnering with and who appreciate and value the impact we bring to their businesses.