



FOR OWNERS WHO SPEND REAL MONEY ON MARKETING

12 questions to ask whoever runs your marketing.

Whether your marketing is run by an agency, an in-house marketer, or you after close, these twelve questions surface what the reports won't. Ask them out loud. The answers matter, but so does how quickly and clearly they come back.

01 In one number, what did our marketing return last month?

LISTEN FOR A revenue or lead figure, fast. If the answer is clicks, impressions, or “engagement,” the scoreboard is measuring effort, not money.

02 Where does each dollar of the budget actually go?

LISTEN FOR A clean split of ad spend, management fees, and tools. Padding hides in the gaps between those three.

03 Which channel made us the most money, and how do you know?

LISTEN FOR The “how do you know” is the real question. A straight answer names the tracking behind the claim, not a hunch.

04 What did we stop doing in the last 90 days because it wasn't working?

LISTEN FOR Something specific. If nothing ever gets cut, nothing is really being measured.

05 What would you do first with an extra \$1,000?

LISTEN FOR A prioritized answer with a reason. “More of the same” means there is no plan, just a routine.

06 How much of our spend goes to people who already know us?

LISTEN FOR An honest number on branded search and retargeting. Those clicks are cheap and they flatter reports, but many of those customers would have found you anyway.



07 Can I see the accounts, not just the report?

LISTEN FOR A yes, today. You should own and hold admin access to your ad accounts, analytics, and domain. If you can't log in, that's a leash.

08 What is our cost per lead, and which way has it moved this year?

LISTEN FOR A trend, not a snapshot. One good month means little; the twelve-month line tells the truth.

09 Which numbers in this report actually connect to revenue?

LISTEN FOR They should point to two or three and explain the connection out loud. Everything else is decoration.

10 What should we be doing that we're not?

LISTEN FOR Candor, and ideas outside their own service line. If every answer happens to be a service they sell, that's a pitch, not advice.

11 If we had to cut the budget 20% tomorrow, what goes first, and why?

LISTEN FOR An immediate, confident answer. Whoever runs your marketing should always know what's marginal.

12 Who checks your work?

LISTEN FOR A pause. In most businesses the honest answer is "no one." The people running the marketing grade their own homework, and that is exactly how waste survives for years.

What to do with the answers

If most answers came back fast, specific, and tied to money, you're in better hands than most. If a few of these met a pause, a pivot, or a report you can't read, that isn't proof anyone is cheating you. It's proof no one independent is checking. That's the seat we take: we point your marketing the right way, make sure whoever runs it delivers, and we're paid only by you.

The first look is free.

A 30-minute second opinion, no pitch, and a written summary you keep either way.

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