

Checklist for hiring a marketing consultant



Checklist for hiring a marketing consultant

The most successful marketers measure what they do and they know how the marketing activities are impacting the revenue. They not only get leads into the funnel, they nurture them through the journey to become a customer and advocate. Great marketers are technologically savvy, creative, analytical and obsessed with tools to better manage inquiries and nurture leads by providing insights into prospects' digital footprint.

Here are a list of key competencies you should look for when hiring a marketing consultant:



1. Are they tactical or have a strategic skill-set. Having a sound understanding of how to implement marketing campaigns is an important tactical skill but this skill can be picked up quickly or outsourced easily. Setting up a sound marketing strategy and an

active marketing plan is a skill that is more difficult to acquire. Having a marketer that can build a strategy to attract leads and envision how you are going to interact in a digital way with prospects is vital in today's landscape. At the end of the day, it is all about attracting and converting leads into profitable customers and every business needs a plan to do this effectively.

Checklist for hiring a marketing consultant



2. Do they have business analyst skills? Today marketers need to have very good business analysis skills. Knowing how to use tools like CRM, Google analytics, Facebook, lead scoring, social media tools amongst others to drive to a revenue result is critical. Understanding


trends, tweaking campaigns and trying new things is a must and such activities are based on sound measurement and analytic skills.

4. Are they a nurture specialist? Nurture specialists are obsessed with creating an intimate digital dialog at all phases of the buying cycle and providing qualified leads to the sales team. This role focuses on the long-term digital relationship with prospects and customers and must effectively work with all team members to pull campaigns together.



5. Are they Content Specialist?

Content specialist means they are responsible for all the content associated with a campaign marketing is the fuel for nurture marketing. The key here is using the smallest piece of content that will create an exchange of value that gives the opportunity for the prospect to show behaviour that can be tracked and scored as an intent or level of interest.



Content specialists know that the right message at the right time will keep prospects and customers engaged. They think about the buying cycle and persona types and how will interact in each channel.

6. Are they a creative specialist? Creative specialists want to know how effective is the demand generation. What will perform best. Testing what works. They drive and enhance the communications from the customers' point of view.

Checklist for hiring a marketing consultant

7. Are they brand experts? Branding is all about creating a feeling between the company and the customer. A marketer that is interested in building a brand persona that is consistent and represents value consistently in all its touch points is a very great asset to any team. Someone to hold you accountable for the brand attributes is vital to keeping a brand real.

Questions to ask when interviewing them:



1. Are they recognised by an official Marketing organisation In Australia that would be Certified Practicing Marketer by the Australian Marketing Institute
2. Do they use a marketing dashboard to measure the results for each client; leads generated, conversions, and cost per lead per program, etc

Do they talk about the demand generation as a pipeline?

3. Have they got a good social media profile: LinkedIn, Facebook, Google+, u-tube, quota etc
4. What marketing tools do they use for their own marketing: CRM, Blog, Content Management System, advertising, SEO, branding, podcast, articles, tools and resources.

Checklist for hiring a marketing consultant



5. Do they have good customer success stories and testimonials? If they do do they talk about real results, leads generated and covered to customers.