

ARE YOU PR AGENCY READY? A CHECKLIST

Before starting an agency search, it's important for companies to ask these questions to evaluate if they are PR agency ready. Going through this checklist will save time, money, and headaches in an agency search, and position your firm to find agencies or consultants that are the best match for your needs.

Q1. Have you established the agency's scope of work?

Have you determined the strategic role for the agency and the specific functions you want them to handle?

Q2. Is your budget aligned with expectations for the agency?

Have you established a budget that fits your scope of work and current agency hourly rates and out-of-pocket expenses for the duration of the project?

Q3. Do you have the capacity and resources to manage an agency?

Who will manage the relationship on a day-to-day basis? Does the management team have the time to engage with the agency and media? Will the agency have adequate access to decision makers?

Q4. Do you have the buy-in of your key stakeholders?

Have you discussed the agency search with, or involved, other business units and departments? Have you planned on them being part of the search and selection process?

Q5. Have you decided how you will conduct the agency or consultant search?

Do you have the capacity to conduct the search yourself? Will you need assistance from search consultants? If this is your first search, which search/RFP tools and resources will you use to find qualified agencies or consultants?

Q6. Do you have a timeline for the search process?

Does your timeline map out key materials that will be required and deadlines that must be met? When will you need responses to the RFQ and RFP? When will presentations take place? Have you set a target date for on-boarding your selected agency?

Some of these questions may be difficult to answer for businesses hiring an agency for the first time. We're happy to be a sounding board. Contact us at support@communicationsmatch.com.

We provide agency search consulting services tailored to each client's needs. We also offer a range of agency search and RFP tools, as well as resources to help companies engage agencies and consultants.