

How to determine if an agency is an ideal partner for your partnership program

Download this worksheet to help you determine if agency partners align with your program goals.



What you envision

Start by thinking about the goals you are trying to achieve and identify the specific areas where an agency could help you reach them.

1 What are your strategic business objectives, and how would you like a potential agency partner to help you accomplish these objectives?

2 What challenges have you experienced? Where do you struggle internally, and can an agency help bridge the gap in those areas?

3 What is the scope of a potential engagement? Who will be responsible for what, and what dependencies come to mind?

4 What would success look like for you? What KPIs do you prioritize?

5 Is there a timeline you can share with the agency for goals? What is their feedback on feasibility?

What you bring to the table

Often, the best agencies are very selective. Consider why an agency will want to work with your brand by answering these questions.

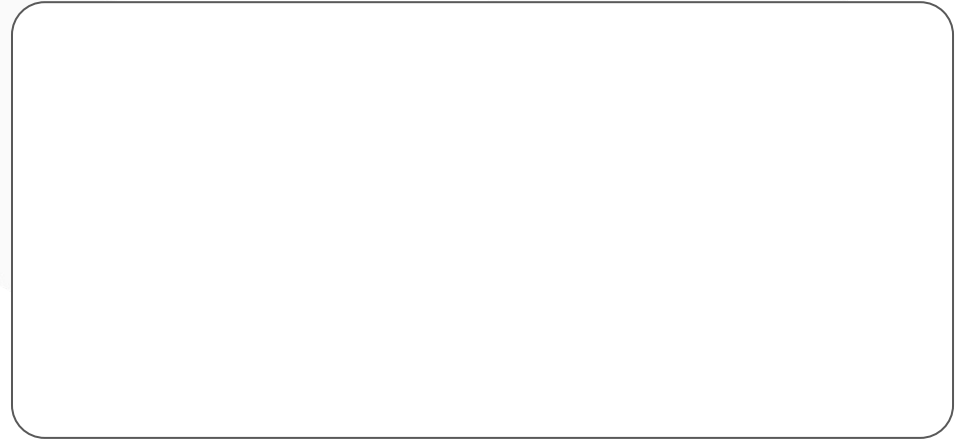
1 What would excite an agency about working with your brand?

2 Are you in a vertical that this agency has experience in? How much relevant or adjacent expertise do they have?

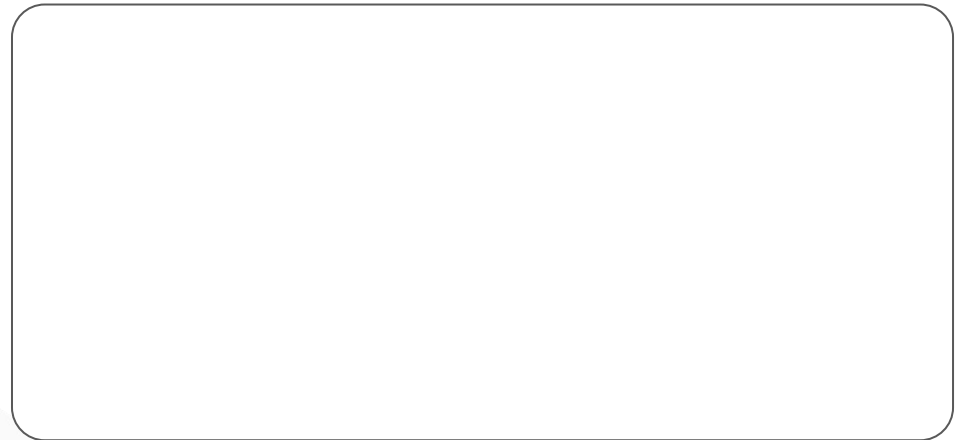
3 What internal resources do you have dedicated to partnerships? How large is your budget for an agency partner?

4 How deep is your organization's commitment to your partnership effort? Do you have time for weekly briefing meetings to update external partners? Are you going to prioritize design work, copy, content, etc.? If not, will you let the agency do it?

5 What is your appetite for innovation? Are you looking for tried and true strategies, or are you open to testing new ideas?



6 What is your history working with other agencies? What has worked/not worked?



What does this agency offer?

When evaluating a prospective agency, ensure they are a good fit for your brand and unique business needs.

1 Do they have the expertise, experience, and partner relationships you need and are willing to pay for? What results have they achieved for clients with similar business objectives as yours?

2 Do their recommendations for types of partners and their vision for your program make sense to you? Why or why not?

3 Will they address your business goals and generate incremental value? How?

4 Do they have potential conflicts of interest, like working with a competitor? How do they handle this?

5 What does support look like from the agency team? How many resources will they allocate to help reach your goals?

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6 Where are they located? Are there time zone differences that limit your ability to get in touch? Are you near enough for occasional in-person meetings?

7 Are their rates competitive and fair compared to other agencies in the landscape? How do they compare?

8 What tools do they use to grow and add value to your program? What tools does the agency have access to that you don't?

9 How often do they plan on meeting with you to discuss performance? What level of reporting analysis/insight will they provide so you can measure performance?

10 How transparent are their operations? How much transparency will you have into how their team allocates time and resources?

What does this agency offer?

When evaluating a prospective agency, ensure they are a good fit for your brand and unique business needs.

11 Do you trust this agency and the people you will be working with? Are they a good fit for partnering with your team? Why or why not?

12 How much experience do they have using your intended technology partnership platform? Do they only work with certain networks? Would they want to migrate your program?

13 How accessible is their leadership team?

14 How fast are they able to act when you raise an issue? What's your expectation around response time?

Say yes to partnering with agencies

Agencies provide an excellent resource for brands looking to take their program to the next level — especially when you don't have the resources or expertise internally

For more ideas and guidance on managing your partnership program, check out these other impact.com resources:

- [Partner recruitment starter kit \[kit\]](#)
- [How to manage a successful affiliate program today \[ebook\]](#)
- [Partnerships Experience Academy \[course\]](#)

