



Marketing Leadership First 90-Days Agency and Marketing Assessment

Congratulations on your new marketing leadership role

The first 100 days are crucial to your success as a marketing leader, and your agency partners will be vital in delivering the game-changing strategies and outstanding results you aim for.

To help you hit the ground running, we've compiled a guide for effectively managing your agencies. Inside, you'll find ten key questions to spark insightful conversations with your team and agencies, ensuring everyone aligns on your needs and drives peak performance. Additionally, we've created a practical scorecard framework to track your successes and identify areas for growth.

10 QUESTIONS TO ASSESS YOUR CURRENT AGENCY PARTNERSHIPS

RATINGS				
5	4	3	2	1
Outstanding / Best-in-class	Strong, minor improvements needed	Adequate, some concerns to address	Weak, needs significant attention	Poor, at risk of failure



QUESTION	RATING	DESCRIPTION
1. Structure & Business Understanding		<ul style="list-style-type: none"> • Who are all of our current agencies (in-house and external), what roles do they play, and are there any overlaps in scope? • Do all our agencies have a good understanding of our brand, business and consumers? • Is our team doing a good job-sharing information to help with their collective understanding? • Is our agency structure designed to be able to support business growth and new priorities? • Is our agency structure designed to help us get the best work?
2. Quality of Work		<ul style="list-style-type: none"> • How well is our agencies' work performing? Is it meeting our immediate business goals – do we have any gaps? • Do we have good processes in place for testing and learning to improve the results?
3. Innovation & Thought Leadership		<ul style="list-style-type: none"> • Are our agencies (internal and external) bringing fresh ideas and thinking regularly? How proactive are they? • Do we encourage innovation and creativity? • Are they leading our thinking on topics such as AI and its impact on our marketing?
4. Performance		<ul style="list-style-type: none"> • Are our KPIs defined, tracked, and optimized by agency? Do all the agencies feel ownership on the results? • When were our last agency reviews? • Do we have a good agency review process and action plans for improvement? Does it cover internal agencies and external agencies?





QUESTION	RATING	DESCRIPTION
5. Communication & Collaboration		<ul style="list-style-type: none"> • How well do our agencies collaborate with us, respond to our business needs, and keep us informed? • How well does our team communicate to the agency? • How well does the agency collaborate with other agencies? Are there turf wars? • Is our intra agency team (IAT) process working?
6. Trust & Transparency		<ul style="list-style-type: none"> • Is there openness between us and the agencies on their finances, people and operational processes? • Are the agencies comfortable in providing us feedback on any challenges they are having with us? • Are we fostering an environment for everyone to do their best work?
7. Team Dynamics		<ul style="list-style-type: none"> • Do the agency teams and our marketing team get along well? What are the causes of any friction? • Are we getting strong agency talent on our business? Is there a lot of turnover? • Are there any DEI considerations with the agencies that we should be contemplating?
8. Organizational Confidence		<ul style="list-style-type: none"> • How is marketing perceived by the organization (CEO, CFO, Business Partners etc.)? • Do other partners in our company have confidence in the agency structure and the agencies (i.e. CEO, CFO, Procurement, Business partners)





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9. Contracts & Finances		<ul style="list-style-type: none"> • When did we last review/revise our contracts? Are they up to date? Do they specify how AI is being used? • Is the work priced fairly? Are we maximizing our budget? • How are the different agencies compensated? Is it performance based, retainer, project based, output based?
10. Operations, Tools and Process		<ul style="list-style-type: none"> • Are our internal planning, briefing, approval, and measurement process clear and efficient? • Are the agencies investing in tools to help with their operations? • Are the agencies integrating AI to make our operations more efficient?

To complete the assessment and obtain the result, go to <https://www.trinityp3.com/90-day-assessment/>

If you're looking for a more detailed assessment or need expert support in optimising agency collaboration, or even finding the perfect new agency, we'd be happy to help.

You can have a confidential discussion by contacting us

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