

# Digital Media Agency Report Card



## How does your current agency stack up?

Evaluating your digital marketing agency's performance requires more than gut feelings or surface impressions. A structured assessment ensures you receive top-notch service and maximize your investment. Remember, **your agency is a trusted partner driving results for your business, not just a vendor.** Regular reviews can highlight strengths to leverage and areas for improvement, keeping your strategy sharp and aligned with your goals.

To ensure an objective evaluation, score your agency on key categories like trust, creativity, and results. **Are they delivering data-driven insights? Is their creative work resonating with your audience? Are they proactive in adapting and optimizing?** By systematically rating performance across areas such as strategy, transparency, and value for investment, you can maintain a cost-effective, results-oriented partnership aligned with your vision.

## Agency Report Card Criteria

Rating Scale: 1-10, with 1 being "Poor/Never" and 10 being "Excellent/Always"

### Trust & Credibility

My agency provides clear and transparent communication and consistently delivers high-quality work



### Strategy & Insights

Clear, actionable, and data-driven strategic recommendations are received each year



### Creativity & Innovation

My agency delivers innovative and original ideas



### Creativity & Connection

The creative being produced resonates with the target audience



### Test & Learn

My agency uses a test and learn strategy for potential new partners/platforms



### Audience Targeting

Media targeting reaches a precise audience with minimal waste



### Optimization

My agency optimizes campaigns on a regular basis (minimum of quarterly)



### Adaptability

My agency responds well to challenges or changes in direction



### Pricing

The media staffing costs and pricing are transparent



### Value for Investment

My agency delivers strong results relative to the budget



Total Score: \_\_\_\_\_

Once you've tallied your agency's score, you'll have a clear snapshot of their overall performance. →

# How Did Your Agency Stack Up?



- 90-100:** A total score of 90-100 means you've got an **excellent partner** who's knocking it out of the park.
- 80-89:** If they fall within the 80-89 range, they're **doing a good job** but may have room for fine-tuning.
- 70-79:** A score of 70-79 suggests **their performance is average**, and it might be time to address any gaps to ensure they're meeting your expectations.
- 60-69:** Scoring 60-69 should raise a red flag; it's probably time to **start exploring alternative options**.
- 59 and below:** If your agency scored below 60, it's a clear sign to ditch them and **begin the RFP process** to find a better fit.

Remember that identifying, selecting, and collaborating with the right agency partner can make all the difference in your marketing success. The right agency will not only execute your brand strategies with precision and creativity but will also **propel you ahead of the competition**. By prioritizing a trusted partnership with a results-driven agency, you can transform your campaigns into powerful, standout successes rather than settling for mediocrity.

It should come as no surprise that LiveWorld, a digital agency specializing in the pharma industry, scores high on all 10 criteria. Check out our [full-service offerings](#) or dig into our [paid media services](#).

When you are in the market for a new digital marketing agency, please keep LiveWorld in mind and include us in your consideration set.

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## About LiveWorld

LiveWorld is a social-first digital agency that unlocks the full potential of social media to transform customer relationships through integrated compliance, engagement, and insight solutions. We provide brand marketers bold creative rooted in strategy that captivates and resonates, social moderation and engagement that activates interactions, software that enriches customer experiences, and compliance that enables and accelerates digital programs.

With over 28 years of making connections, we leverage our social media DNA to deliver emotion-driven behavior change through digital campaigns with a human touch.