



How to Choose a Marketing Partner

DIY vs freelancer vs agency, what to look for, the questions to ask, and the red flags.

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Outside marketing help is worth it when it saves or makes you more than it costs — and not before. This guide helps you decide whether you need help yet, pick the right type, vet them properly, and set it up to succeed.

1. Decide if you need help

Signs you do: you're spending real money on ads and want it to pay back, you don't have time to be consistent, or you want a second opinion before committing budget. Signs you don't yet: the basics aren't done and you could do them yourself for now.

2. Pick the right type

DIY plus good guides for the basics; a freelancer for a specific skill or project; an agency or fractional team for breadth and ongoing work. Each has honest pros and cons — match it to your budget, time and need.

3. Vet them properly

Look for relevant results, clear reporting, work you own, and no lock-in. Ask how they measure success, what you'll get each month, and who actually does the work.

4. Set it up to succeed

Agree clear goals, who owns what, and how you'll measure it — before money changes hands. The best partnerships are clear from day one.

The honest test

Would an expert **save or make you more than they cost?**

Red flag **guaranteed #1 rankings or vague reporting**

Red flag **they own your accounts, ads or website**

Green flag **clear metrics, owned assets, no lock-in**

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at cmbeyer.co.uk/resources/.