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**Tips for selecting an agency in a recession**

Story posted: January 19, 2009 - 6:01 am EDT

1. - Make sure the agency is financially sound. This means you may have to do more due diligence upfront.
2. - Ask for the agency's average client size and average marketing budget to make sure it is a good fit.
3. - Establish a budget range and pricing plan upfront.
4. - Ensure the agency has staffing resources or partner relationships to handle your needs.
5. - Select a partner that understands your business and your industry.
6. - Look for an agency with strong analytics capabilities and find out how it will prove ROI.
7. - Identify a team or a person on the client side to coordinate agency relationships, particularly if multiple agencies are involved.
8. - Be clear about your business objectives and have a road map for delivering results.
9. - Coordinate global marketing efforts and meet regularly with marketing and agency counterparts in global regions.
10. - Make sure there is a good fit culturally between your people and the agency's people.



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**Sources:** Michele Harris, president, Smarti Solutions, New York; Jeff Hayzlett, CMO, Eastman Kodak Co.; Kevin Kelso, exec VP-CMO, Farmers Insurance Group



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