

WHAT TO ASK A MENTAL HEALTH MARKETING AGENCY

When selecting a mental healthcare marketing agency, it is imperative to ask the right questions and elicit the information that matters most to you, your team, and your brand. Here are ten questions you should consider asking a potential marketing agency:

Qualifying Questions (With Examples)	Space For Notes
1. Does the agency have experience with mental health marketing? <i>Can you walk us through relevant case studies?</i>	
2. Does the agency have qualified training and education in the mental health field? <i>Has your team completed the NAMI MHFA Training?</i>	
3. How does the agency participate and show their commitment to the mental health field? <i>What programs do you have in place for your employee's wellness?</i>	
4. Does the agency have the services you seek now and in the foreseeable future? <i>Can you provide research? Content creation? Web development? Public relations?</i>	
5. Does the agency have a defined process to onboard your organization? <i>How will your team become the subject matter experts on our brand?</i>	
6. Is the agency's "why" compatible with your organization's "why?" <i>What drives your team to do the work they do?</i>	
7. Who would work on this project? <i>How involved will the Account Director be throughout the process?</i>	
8. How does the agency measure success? <i>What campaign does your team consider to be a success and why?</i>	
9. How does the agency define client partnership? <i>What do former clients say about working with you?</i>	
10. How does the agency show their passion for this field? <i>Does your team donate their time to any organizations in this field?</i>	