

CHECKLIST

Questions to ask when hiring a technical content creation provider

"Content Marketing is a commitment, not a campaign." ~ Jon Buscall



01. Do they have the deep technical know-how?



02. Do they ask the right questions? Do they listen?



03. Do they have a solid editorial process in place?



04. What type of content do they create?



05. Are they capable of leading content strategy?



06. Are they quick and easy to communicate with?



07. Is the process transparent? Are solid workflows in place?



08. How will the project be managed and delivered?



09. Are the solutions custom-built for my brand?



10. What is their revision policy? Do they have a satisfaction guarantee?



11. Are they committed to improvement and an ongoing relationship?



12. Do they have demonstrated knowledge? Any social proof?



13. Are they the type of people I want to work with? Do our values align?

