

# Marketing Agency Audit Checklist

A practical leadership checklist to evaluate strategy, delivery quality, paid media, reporting, commercial terms, and accountability.

Supplier Review Template  
Jeddah, Saudi Arabia  
majedjan.com

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## Strategy and business alignment

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

- ☐ **The agency can explain the business goal behind each activity**

Score:

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- ☐ **The audience and positioning are documented**

Score:

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- ☐ **Campaign briefs include objective, offer, audience, KPI, budget, and timeline**

Score:

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- ☐ **The agency challenges weak requests instead of accepting every task**

Score:

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### Priority action

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# Account management

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

☐ **Named accountable lead is available**

Score: 

1

2

3

4

5

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☐ **Meetings end with owners and deadlines**

Score: 

1

2

3

4

5

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☐ **Response times match the agreement**

Score: 

1

2

3

4

5

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☐ **Risks and delays are raised early**

Score: 

1

2

3

4

5

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## Priority action

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# Creative and content quality

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

☐ **Work follows the brand and positioning**

Score: 

1

2

3

4

5

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☐ **Arabic and English quality is professionally reviewed**

Score: 

1

2

3

4

5

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☐ **Content has a defined role in the customer journey**

Score: 

1

2

3

4

5

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☐ **Rework levels are reasonable and causes are addressed**

Score: 

1

2

3

4

5

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## Priority action

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# Paid media and optimisation

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

☐ **Tracking and conversion events are verified**

Score: 

1

2

3

4

5

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☐ **Media spend and agency fees are transparent**

Score: 

1

2

3

4

5

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☐ **Testing has a clear hypothesis and decision rule**

Score: 

1

2

3

4

5

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☐ **Budget changes are supported by evidence**

Score: 

1

2

3

4

5

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## Priority action

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# Reporting and commercial accountability

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

☐ **Reports connect activity with qualified demand and conversion**

Score: 

1

2

3

4

5

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☐ **The agency explains why performance changed**

Score: 

1

2

3

4

5

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☐ **Recommendations are specific and prioritised**

Score: 

1

2

3

4

5

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☐ **The report identifies what to scale, fix, pause, or stop**

Score: 

1

2

3

4

5

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## Priority action

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# Contract and value

Score each statement from 1 (weak) to 5 (strong), then add evidence and an action.

☐ **Scope and exclusions are clear**

Score: 

1

2

3

4

5

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☐ **Ownership of files, accounts, and data is clear**

Score: 

1

2

3

4

5

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☐ **Third-party costs are disclosed**

Score: 

1

2

3

4

5

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☐ **The renewal decision is based on outcomes and quality**

Score: 

1

2

3

4

5

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## Priority action

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## Final decision

**Continue**

Performance and working relationship meet expectations.

**Corrective plan**

Continue for a fixed period with specific actions and review dates.

**Replace**

The gap is structural, repeated, or commercially unacceptable.

**Decision and rationale**

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Executive approval