

7 Questions to Ask Any AI Marketing Firm Before You Sign

Get the one-page checklist - ready for your next vendor call or RFP process.

Not every AI marketing firm delivers on the promise of human-sounding, on-brand content at scale. Use these 7 questions to separate strong partners from vendors selling volume without quality.

1

VOICE & BRAND PROCESS

Walk me through exactly how you capture and document our brand voice. What does that process look like in the first 30 days?

2

HUMAN REVIEW WORKFLOW

Who edits every piece of content before it ships, and at what stage does human review happen?

3

PROOF OF QUALITY

Can you show me 2–3 examples from AI draft to final published output for a client similar to us?

4

OUTCOME METRICS

What metrics do you report on, and how do they connect to revenue and pipeline - not just traffic and volume?

5

DATA PRIVACY & COMPLIANCE

How do you handle data privacy and content compliance, especially if we operate in a regulated category?

6

ONBOARDING & COLLABORATION

What does your onboarding look like, and what do you need from our team to get started effectively?

7

PILOT ENGAGEMENT

What does a low-risk pilot engagement look like, and how long before we can evaluate real results?