

# The B2B Content Marketing Agency Scorecard.

Score and compare up to three agencies on one page.

**01** Write your shortlisted agencies in the top row. Up to three.

**02** Score each agency 1 to 5 on every dimension.  
See page 2 for scoring anchors and which dimensions matter most for your stage.

**03** Sum each column. The top two agencies advance to the decision round.  
See page 2 for references, pilot, and contract steps.

Write in your agencies under consideration →		A	B	C
#	DIMENSION	SCORE 1-5	SCORE 1-5	SCORE 1-5
1	Strategic depth			
2	ICP and vertical fit			
3	Full-format capability			
4	Proof density			
5	Pricing clarity			
6	Team composition			
7	Pipeline attribution			
8	AI search capability			
<b>Total / 40</b>				

HOW TO USE THE SCORECARD

# Instructions and context.

**A SCORING ANCHORS**

**A guide to the scoring scale.** Sum each agency's column. Max 40.

DIMENSION	SCORE 1	SCORE 5
<b>Strategic depth</b>	No strategy offering. Quotes per-asset.	Strategy is a standalone tier. Pushes back on weak briefs. Documented methodology.
<b>ICP and vertical fit</b>	No comparable clients.	Three or more at your stage in your vertical. Knows your buyer and sales cycle.
<b>Full-format capability</b>	One format only. Everything else outsourced.	Editorial, video, motion, data viz, infographics, interactive, research, case studies. In-house or documented partners.
<b>Proof density</b>	No case studies, or vanity metrics only.	Ten or more case studies with pipeline or revenue attribution. Named references available.
<b>Pricing clarity</b>	Flat retainer with no scope detail.	Line-item proposal. Explicit boundaries. Change-order pricing documented.
<b>Team composition</b>	Account exec only. Production is a black box.	Full team named in proposal with samples and bios. Pitch team is the delivery team.
<b>Pipeline attribution</b>	Reports on traffic and engagement only.	Content-influenced pipeline is the primary reporting metric. Will name deals in QBRs.
<b>AI search capability</b>	No AEO or GEO practice.	Documented AEO methodology. Tracks citations across ChatGPT, Claude, Perplexity. Shows cited examples.

**B WHICH DIMENSIONS MATTER MOST FOR YOUR SITUATION**

**Focus your scoring on what your stage actually needs.**

**Early-stage or greenfield.**

Pay special attention to Strategic depth, ICP and vertical fit, and Team composition. You need a strategy partner, not a production shop.

**Scaling.**

Pay special attention to Full-format capability, Pricing clarity, and Pipeline attribution. You have strategy; you need reliable production and defensible ROI.

**Enterprise or governed program.**

Pay special attention to Strategic depth, Pipeline attribution, and AI search capability. You are buying governance and measurement maturity.

**C PRICING NORMALIZATION**

**So proposals compare apples to apples.**

Three agencies will send three different pricing models: retainer, per-asset, or hybrid. Before scoring dimension 5, convert each proposal to a year-one loaded cost. Include onboarding fees, rush charges, revision limits, and licensing. The lowest bid is rarely the cheapest once hidden costs surface.

**D RED FLAGS**

**Signals that end the conversation.**

- Generic proposal. They did not customize beyond your logo.
- They agree with every assumption. Good agencies push back during the pitch.
- They will not name the delivery team.
- Case studies have no pipeline or revenue attribution.
- They dismiss AI search as a fad.
- Wide pricing ranges without line items.

**E AFTER THE MATRIX**

**The decision round.**

**Reference calls.**

Three clients each. Ask for one who left. Ask what they would change about the engagement.

**Paid pilot.**

Two to four weeks. One deliverable against a brief you write. Measure rigor, not polish.

**Contract non-negotiables.**

Named team, documented change-orders, IP ownership, reasonable termination notice.