

# 10 Tips for Nurturing Your Marketing Firm's Relationship

How to Get the Best Work from Your Marketing Firm

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Even when you find the “marketer of your dreams,” both parties must work hard to keep the working relationship healthy, conflict-free, and (of course) delivering great results.

1. Set realistic expectations up-front for goals and deliverables.
2. Meet the team that will be working on your account.
3. Share as much as you can about your business.
4. Provide ongoing feedback – positive and negative.
5. Meet regularly to discuss results and course-correct.
6. If you encounter a problem, discuss (don't scold).
7. Be specific when providing creative feedback. Statements like “I just don't like it” or “it's ugly,” don't give your marketer much to act on.
8. Get together periodically to celebrate successes.
9. Pay on time. Late payers often don't get the best work from their resources.
10. If you need to end a relationship, move quickly but be sure to honor contractual obligations and ensure your business reputation remains solid.

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