

How to spot a *true* B2B marketing partner

When you're evaluating agencies or consultants, it helps to have a simple litmus test. Use this guide to separate end-to-end partners from one-off vendors.



WHAT A ONE-OFF VENDOR DOES

Asks "What do you need built?"

Hands off deliverables to other teams

Reports on impressions and clicks alone

Focuses on one deliverable at a time

Stays external and transactional



WHAT AN END-TO-END PARTNER DOES

Asks about business goals and long-term growth *before* deliverables

Owns strategy, execution, and optimization

Measures success by revenue, pipeline health, and retention *alongside* campaign KPIs

Connects strategy, brand, and performance marketing into *one ecosystem*

Embeds with your teams, systems, and workflows to deliver results that matter

We've been in your shoes. That's why The Toubes Agency is built around total partnership, becoming a true extension of your team.

Ready to make some magic?

Start the conversation at hello@toubesagency.com

KEY TAKEAWAY

If you're constantly re-explaining strategy across vendors—or if your fractional leader spends more time coordinating than delivering—you're not experiencing true partnership.