

Before you sign.

Twelve questions to ask a Web3 marketing agency.

☐ **01. Who is actually on my account, and where are they?**

Names and time zones, not a team page. Ask who runs the Telegram at 9pm your time.

☐ **02. What does your KOL vetting process look like before a brief goes out?**

You want audience overlap analysis and past campaign delivery data. If the answer is follower count, walk.

☐ **03. Can I see wallet-level attribution from a past campaign?**

Redacted is fine. No attribution at all means nobody was measuring the thing you are paying for.

☐ **04. How do you measure community growth?**

Retained active members at day 30 and wallet activity. Joins and member counts are vanity and both of you know it.

☐ **05. What happens to the Telegram and Discord when the engagement ends?**

A handover plan, documented moderation rules and admin transfer. Agencies that keep the keys keep the power in the renewal conversation.

☐ **06. Who owns the content, the creative and the community accounts?**

You should. Get it in the contract, not in an email.

☐ **07. What is the minimum term and what is the exit?**

A 12-month lock with no break clause on an unproven relationship is the agency managing its risk with your money.

☐ **08. How do you handle Australian disclosure requirements on paid creator content?**

They should name the standard without prompting. Undisclosed paid promotion is your regulatory exposure, not the creator's.

☐ **09. What have you done under the Digital Assets Framework Act 2026?**

A useful test of whether they follow the market or just market to it. The Act passed in April 2026 and commences April 2027.

☐ **10. Show me a campaign that did not work and tell me why.**

Anyone who has run forty of these has lost some. An agency with no failures has either a short history or a long memory problem.

☐ **11. What is pass-through and what is fee?**

Creator fees and incentive budget should be at cost with receipts. A blended number hides the margin on your media spend.

☐ **12. What do you need from us to do this well?**

If the answer is "nothing, we handle everything", they are describing a vendor relationship, not a growth partnership. The good answer names a counterpart, a decision cadence and access to product data.