



## Should You Hire A MARKETING AGENCY - or - IN-HOUSE MARKETING TEAM?

### CHALLENGES OF IN-HOUSE MARKETING TEAMS



#### TALENT

44% of companies say they can't find the right combination of people and skills.



#### SPEED / TURN AROUND

Without access to the proper resources, and with other responsibilities on their plates, delivery speed and product quality suffer.



#### STRATEGIC ACUMEN

Outside industry experience and the ability to stay on top of trends is often a challenge for in-house teams.



#### RESULTS

75% of marketers say their lack of skills and creativity is impacting their company's revenue.

VS.

### ADVANTAGES OF A VIRTUAL MARKETING TEAM



#### SKILLED TEAM

Vetted team of marketing experts that are dedicated to their craft and industry expertise.



#### DELIVERY / HIGH END PRODUCT

A specialized team with access to advanced resources results in a better product faster.



#### INDUSTRY EXPERIENCE

An outside team can see the bigger picture, and their experience with all types of clients brings a vast wealth of knowledge.



#### RESULTS

Better and more predictable results achieved through skill, proficiency, industry intuition, and experience.

### IN-HOUSE TEAM COST

### MARKETING AGENCY COST

#### Median Salaries For Common Marketing Jobs

CMO <b>\$240,355</b>	BRAND MANAGER <b>\$67,353</b>	DIGITAL STRATEGIST <b>\$58,454</b>
PROJECT MANAGER <b>\$57,268</b>	SOCIAL MEDIA STRATEGIST <b>\$57,744</b>	PROGRAMMER <b>\$54,617</b>
WEB DEVELOPER <b>\$57,758</b>	WEB DESIGNER <b>\$48,667</b>	GRAPHIC DESIGNER <b>\$41,656</b>
SEO SPECIALIST <b>\$42,952</b>	COPYWRITER <b>\$41,656</b>	

#### Virtual Marketing Department

#### Complete Marketing Team:



Average Monthly Cost:  
(Before overhead costs)

**\$60,040**

Average Monthly Cost:

**\$2,500 - \$25,000**

### ADDITIONAL BENEFITS OF HIRING AN AGENCY



#### INDUSTRY LEADERS

63% of agency clients consider agencies industry "leaders"



#### INDUSTRY TRENDS

85% of agency clients think agencies can identify new trends.



#### SPECIALIZATIONS

65% of agency clients prefer agencies with specializations.



#### BEST ROI ON MARKETING SPEND

A good outsourcing partner can save a company 10-30% in their overall marketing spending.



#### INDUSTRY PARTNERS

Many good agencies partner with other industry experts to offer premium services.



#### PERSPECTIVE

Agencies can provide an outside perspective since they work with all types of clients and campaigns.