IGNITE

Should You Hire A **MARKETING AGENCY** - 0r -**IN-HOUSE MARKETING TEAM?**

CHALLENGES OF IN-HOUSE MARKETING TEAMS



TALENT







RESULTS

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

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

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

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.



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

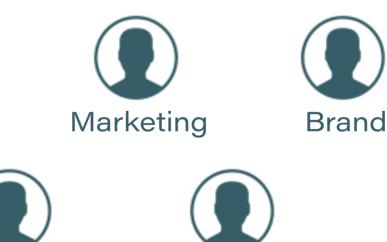
MARKETING AGENCY COST

Median Salaries For Common Marketing Jobs

СМО	BRAND MANAGER	DIGITAL STRATEGIST
\$240,355	\$67,353	\$58,454
PROJECT MANAGER	SOCIAL MEDIA STRATEGIST	PROGRAMMER
\$57,268	\$57,744	\$54,617

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



63% of agency clients consider agencies industry "leaders"



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



SPECIALIZATIONS

65% of agency clients prefer agencies with specializations.



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



Many good agencies parter 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.

