



When to hire
In-house
vs an Agency
for Marketing Operations

You're ready to harness the power of your Marketing Automation program, but you need the right skills behind the technology. When putting together your marketing team, should you hire in-house or partner with a marketing agency? This decision is about more than cost and convenience, it's about delivering a higher ROI. Let's weigh each option to help in your decision-making process.

Annual Cost

In-House Hire

Costs looking at over \$100k per year

It is difficult to find quality candidates and impossible to find the expertise necessary to manage your marketing leads and campaigns for under \$90k, or even under \$150k. Even then, an employee's experience basically falls under a limited skill set.

To get the job done right, you would have to hire two or more people for project management, technical work, design/content elements, and analysis, which brings your costs closer to \$150-250k plus training, vacation, benefits, equipment, and possible turnover. Most likely with one or two additional employees, you will still find holes in the skills and experience necessary for the desired result.

Marketing Agency

Costs looking at under \$100k per year

If comparing apples to apples by assuming this is a long-term project that would require the agency to work essentially the hours of a full-time employee, you would be looking at under \$100k per year.

Not only is this cost lower than hiring a new employee(s), you get a lot more for what you're paying for. The biggest benefit of partnering with an agency is you get an entire team within those full-time hours with a huge range of skills. You also have the flexibility of having the agency work more in heavier ramp-up times and less in slower periods, whereas with an employee, you would be supporting full-time hours through all those times.

Your Marketing Team

In-House Hire

Team hand-picked and directly connected to your business

For in-house hires, you can obviously choose your employees you will work with, and you will have end-to-end control of your marketing efforts. This also allows for quick delegations and ease of working in synergy with in-house staff.

They also know your company and products backwards and forwards, because that's all they do.

Marketing Agency

Team works on other projects but brings valuable range of expertise

Your outsourced experts may have other accounts they are working on in varied industries. But a project manager should be able to know your business, seamlessly manage the multiple experts on the project, and bring experiences and insights from all projects to the table to become an extension of your in-house team.

Strategy and Solutions

In-House Hire

Marketing Strategy and Solutions may be Tunnel Visioned

It may be harder for a small group of employees to think outside of the box when one or two people come with set skills, ideas, and approaches. Solutions may also show a lack in experiences and ability to comprehend all the available options.

Marketing Agency

Marketing Strategy and Solutions come from combined knowledge, experience, and

Usually utilizing a collaborative team of 4-6 people with their combined years of experience, an agency offers a breadth of MA and CRM expertise which allows greater insight, successful strategizing, and up-to-date marketing trends and solutions.

Which Option is Best?

In-House Hire

If you have a large budget for new employees and ability to form a comprehensive marketing department with varied skill sets, then forming an in-house team could be a viable solution for you. If you have the time and bandwidth to manage operational duties of marketing automation activities and can provide training for program support, then you may want to have your team right at your in-house fingertips.

Marketing Agency

In most cases, however, you will want to save on time and cost, as well as tap into the expertise of several people contributing to your business marketing goals. If you want varied, high-caliber skill sets for a fraction of what an in-house person, with those skill sets, would cost, then hiring an agency may be the best fit for you.

Conclusion

Although having an in-house team can sometimes offer that cohesive team feel, bringing in an agency to partner with and support an existing team can often invigorate your efforts with new life and ideas. Regardless of which option you choose, your new and improved Marketing Automation program should deliver higher ROI that will ultimately cover any of these hiring costs.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same.

Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

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