

What is the Benefit of Outsourcing Your Marketing?

As a business owner, it's difficult to do everything and inevitably there comes a point where you need to know whether to outsource your marketing to an agency, or employ someone in-house. This Mission Log might help with your decision making.

Costs

Hiring, employing and retaining a marketing staff member costs much more than their basic salary. When you add in Employers' National Insurance, holidays, sickness, office space and equipment for your recruit you can expect to spend about 150% of the base salary to keep a marketer on the pay roll. With an outsourcing agency you only pay for the work they do with none of the overheads of employment.

Expertise

Outsourcing to a marketing agency gives you access to expertise in many different aspects of marketing from strategy, market research, web development and social media. An in-house marketing person cannot be expected to be an expert in all the different aspects of marketing. In addition, a good marketing agency will stay on the cutting edge of new marketing initiatives and new technologies that affect marketing – something a single employee would not have the time to do.

One point of contact

When you outsource your marketing you will have one point of contact and one relationship to develop. Handling your own marketing in-house will require you to develop individual relationships with multiple vendors, and project manage each campaign through multiple points of contact.

A strategic marketing partner

An external marketing agency can help you develop a marketing plan that works for your business. They bring specialised marketing knowledge to the discussion together with an objective, customer-centric view of your business. This outside perspective enables them to see both markets and channels that you may overlook as you are too close to your own business.

More Costs

When you brief an agency this doesn't mean you have to provide them with a blank cheque. You retain control. By ensuring that all marketing activities are costed in advance, it is only when you give approval that work happens.

And to ensure you receive the best value, rather than paying an hourly rate, agree on the deliverables e.g. brochure, website, so you know exactly what you're paying for rather than having costs spiral out of control on hours alone. Then it is down to the agency to work efficiently to make it profitable rather than just passing the cost on to you.

Conclusion

Outsourcing to a good marketing agency will save you time, save you money and save you headaches. It will give you a broader, more thorough cutting-edge marketing plan that matches your market and your business.

Enterprise Marketing Solutions can relieve you of all your marketing headaches and deliver your marketing requirements in a cost efficient and timely way.

Contact us today for more details on 01296 910131.