



The Advantages of Outsourcing Your Marketing vs. Hiring an Internal Marketer

Chris Ciunci, Founder and Partner, TribaVision

If you've been thinking about bringing on a marketing resource but aren't sure whether you should outsource or hire an internal marketer, you're certainly not alone.

After decades of relative constancy, the digital revolution that brought us Facebook and the iPhone changed the marketing landscape irrevocably. While it's now clear to most business owners that the new way people consume information necessitates a concerted, modern approach to marketing, it's not as easy to determine the most cost-effective way to undertake their own efforts.

The sheer number of marketing channels available today is strongly influencing how

business owners structure their marketing resources. New marketing tactics brought about by the digital boom did not simply replace traditional tactics like mailers, industry events, and media buys; they were added to the list of must-have marketing tactics a company should know in order to stay competitive. Now, a comprehensive marketing effort spans dozens of channels, tactics, and campaigns. There have never been so many ways to reach consumers accessible to businesses of all sizes – an exciting, and intimidating, prospect.

Even more daunting: as if trying to develop expertise in so many marketing channels wasn't a large enough task for today's marketers, these technologies have been changing almost continuously since their inception. In 2017 alone, there were seven major updates to the Facebook advertising platform. Constant monitoring and optimization is required of many such channels, and a set-it-and-forget-it approach just won't do in today's hyper-competitive marketing climate.

What has become abundantly clear is that while one person may have been able to operate a sophisticated, 360° marketing plan in the past, it's simply no longer feasible for even the most talented marketer to do so in today's marketing environment. As more businesses recognize this truth, they are turning to outsourced marketing teams for the many advantages they provide in cost, efficacy, and more. In fact, a recent marketing survey found that 53% of marketing executives were planning on outsourcing at least a portion of their firm's marketing function.

Read on for more regarding the advantages of outsourcing your marketing versus hiring internally.



The power of a team // *more hands, more minds*

Hiring an internal marketing director means placing the entire task of strategizing, executing, analyzing, and refining your marketing approach squarely on that individual's shoulders. You rely on a single background, skill set, and perspective, which can limit creativity and improvement. Given the breadth of a robust marketing strategy and the depth of knowledge needed for it to be successful, you effectively assign this individual

with the roles of a strategist, analyst, director, product specialist, brand manager, paid search specialist, copywriter, SEO specialist, and social media specialist. It is incredibly hard – if not impossible – for a single person to manage all these roles, and it's even harder to execute it well.

On the other hand, leveraging an outsourced team gives you a group of specialists with more hands and more minds to execute and optimize a sophisticated, thorough marketing campaign. There is a variety of backgrounds represented, varying roles, differing specialties, and unique perspectives contributing to and improving your marketing efforts together.

What's more: when your team is sourced from a firm purely dedicated to marketing – and staying on the cutting edge of the industry – you know that you're inevitably working with a team of individuals who are deeply interested in the work, hardworking, and passionate. It's not always so easy to find and attract a similarly dedicated marketer to a company that doesn't have an equivalent focus on marketing.



The experience of a specialized firm // *been there, done that*

It's difficult to compete with the depth of knowledge and library of resources of an organization that lives and breathes marketing – and it's most likely not worth the cost to try. While assembling a modest in-house marketing department may sound like a more prudent financial choice than outsourcing, the costs can easily stretch into the six figures across the months (and sometimes years) it can take to find the resources and tactics that make your operation effective and efficient.

In comparison, outsourcing to a larger, established marketing firm can provide significant savings simply by allowing you to completely bypass the time and costs that come from trial-and-error. From years of experience, an external firm has been able to build knowledge and understanding of your industry and target market, and your team will craft and execute a strategy with past learnings in mind, increasing your own effort's potential for success. It also brings with it a toolbox of proven resources and platforms and a set of refined systems and processes, both of which are part of the foundation for any successful marketing effort, and each of which typically take years of testing to get right.

Leveraging this proven and robust marketing toolbox can also bring your campaigns to market in a much more efficient and rapid manner versus starting from scratch with an internal hire, which is key to decreasing cash burn rates and increasing ROI.

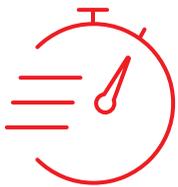


The benefit of no benefits // overhead begone

Hiring internally not only requires investment in the initial start-up of your internal marketing operation; there are also year-round fixed costs accrued when you bring on a new hire. There are retirement benefits to pay for, health insurance to fund, paid vacation to cover, and more. While not traditionally considered a benefit, building a marketing department internally also requires physical space, computers, and other materials, and you foot the bill for these expenses as well.

By enlisting an outsourced team, you circumvent these fixed costs entirely, leaving just a lean and focused external group for about the cost of hiring one mid-level marketing director.

You also get the added benefit of more continuity in your marketing, as at least one member of your team will typically be guaranteed to be available – especially important around the holidays.



Flexibility and agility // no hard feelings

Given that the urgency of marketing naturally ebbs and flows, it's a huge benefit if your marketing expenses can appear and disappear from your payroll in tandem with your business activity.

When you hire an internal marketing resource, you add a new year-round, immovable salary onto your payroll. But when you bring on an external marketing team, you have full control over the cost. You can throttle your team's hours up and down, or even "turn off" your marketing based on your need, for seasonality purposes, or for any other reason – all without any hard feelings. In contrast, "turning off" your marketing resource when you've hired an internal employee is a much more difficult conversation, and it hurts team morale.

An outsourced team also gives you the freedom to explore new approaches without making long-term commitments – if you want to try a new tactic or strategy, you can increase the size of your team or even mix it up to match the required skill sets to the specific project needs. You can move in another direction at any time, giving you unparalleled agility to react to the quickly changing market and take advantage of opportunities as they arise.



Results-driven by necessity // *quantifiable success*

Because an outsourced team doesn't have the cushion of a long-term contract, it must consistently prove its worth. This pressure is standard for external teams, and they have reliable processes in place to provide regular updates to clients. Through executive summaries, marketing dashboards, key performance indicators, and lead generation updates, an external team will communicate results, learnings, and next steps, keeping them accountable and your staff fully aware of progress.

This embracing of quantification into the core of the marketing process does much more than keep your staff updated. By incorporating measurement and metrics into the heart of the marketing program, outsourced marketing teams establish an infrastructure to monitor and maximize ROI in real time. By making it quantifiably clear what strategies are and are not working, this interactive feedback loop ensures that an optimal mix of solutions and channels is fully in place.



An outside perspective // *cross-industry knowledge*

You may think that because an external team is not as familiar with the intricacies and nuances of your offering and/or industry, it is in a less favorable position to market it well. But, sometimes, the opposite is true. Outsourcing your marketing effort just may be the most effective way to gain honest, objective perspective on your company's branding and messaging from a consumer's vantage point.

Successful marketing must shape the company's image in the eyes of consumers, and it can be difficult for in-house employees to divorce themselves from company politics and groupthink and put themselves in the place of a prospective consumer. A company's conception of its brand is certainly important, but, ultimately, it is prospective consumers' opinions that determine the success of a business.



About TribalVision

TribalVision is a full-service digital marketing agency that provides outsourced marketing services to organizations that are looking to accelerate top-line growth. TribalVision is focused on utilizing its clients' marketing budgets as efficiently as possible – ensuring that every dollar spent maximizes awareness, drives meaningful brand engagement, and generates sales. With over 10 years in the market and a team of 65+ full-time strategists, marketers, creatives, and digital specialists on staff, TribalVision is a turnkey solution that equips organizations with the resources and knowledge needed to accelerate top-line growth and reach their full growth potential.

TribalVision specialties include:

Lead Generation, Strategic Planning, Branding & Creative Services, Internal Communications, Web Strategy, User Experience Design (UX), Digital Media Management, Social Media Marketing, Paid Media Management, Campaign Planning, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Marketing Automation, CRM and Marketing Tech Stack Consulting.