



BRINGING MARKETING IN-HOUSE OR OUTSOURCING?

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INTRODUCTION

Small-medium sized businesses don't have the resources that larger businesses do, especially when it comes to fielding a marketing department.

The World Wide Web is now truly worldwide with billions of users and billions of pages, and millions of businesses trying to get their brand out there. For a small local artisan business or real estate agent to wholesalers and regional or local chain stores, every pixel has to tell a story, one that is unique and memorable.

Only you as a business owner can decide whether or not to bring your marketing in-house, or outsource it to a competent and capable digital marketing firm.

How do I make the right decision?

It can be difficult to tell when you need to have your own marketing department in-house, or to outsource. You might be seeing good ROI on your own self-directed campaigns, or your marketing department can be overwhelmed by the sheer amount of work that needs to be done in order to make your brand visible, and keep it in top of mind.

Here are some pointers to help you figure out if you need to bring your marketing in-house, or outsource.



CHAPTER ONE

BUILDING AN IN-HOUSE MARKETING DEPARTMENT



BUILDING AN IN-HOUSE MARKETING DEPARTMENT

One of the reasons that many companies bring their marketing departments in-house is that they feel disconnected from the process and are not content with the results that they are getting from an outsourced marketing company.

There is a time when you do need to have a full-time staff working on your marketing, and really married to the ROI. However, this is going to be expensive.

Here are the big reasons to bring your marketing home.

- If you feel that you're not getting the time and attention that you need from your agency.
- If you can't keep track of personnel changes, and feel the quality of your content and campaigns are suffering.
- You have the budget to staff your marketing department with an array of specialists from development, to social media, to someone able to conceive of, execute, and keep track of an array of campaigns.

BUILDING AN IN-HOUSE MARKETING DEPARTMENT

- You want someone to focus the efforts of a group of people entirely on your company, its product or service, and the relationships that you are building with your clients.
- You want to own, use, and manage your own data. Data is rapidly becoming a currency, and also a target. If you feel that you can manage the security aspects of controlling your own data, reducing the risk of breaches, or have questions about your agency's security policy, you may want to bring those activities in-house.

Fielding a marketing department is a lot more than adding warm bodies to the payroll, it is committing to controlling your own online destiny, staying on top of risks, and committing to ongoing education to keep your staff's skills current.

42%

42% of companies stated that providing the ROI of their marketing activities is their top marketing priority over the next 12 months



CHAPTER TWO

SIGNS IT'S TIME TO OUTSOURCE MARKETING



SIGNS IT'S TIME TO OUTSOURCE MARKETING

You may have started out doing your own marketing, social media presence, even making your own website with templates. But success and increased business can take away from the time that you need to be effective in developing your website, apps, executing digital marketing campaigns, ad buys, providing content to your blog, and other vital brand associated activities.

You need to focus on running your business

Marketing activities take you away from running the rest of your business, and even intrude on the hours when you need to work on something other than marketing.

If you need to work on your delivery of product or service, develop new products, or do R&D, marketing can end up being a stumbling block instead of a steppingstone.

SIGNS IT'S TIME TO OUTSOURCE MARKETING

You can't get anything done

Marketing is a massive undertaking, with a lot of demands for time and attention. If you are so busy that you can't get anything done, then nothing gets done. If important deadlines keep getting pushed back, and work keeps piling up on your desk and in your inbox, you are falling behind.

You are running out of skills

Keeping up with the latest algorithms for search engine bots, working on website security, placing ad buys, designing ads, you can have a lot of different skills, but still be lacking essential skills. It's great that you have the initiative to learn, but what is it taking away from your business?

SIGNS IT'S TIME TO OUTSOURCE MARKETING

What used to work is no longer working

Maybe your pages losing rank in the search engines, or your ads aren't getting the click-throughs that they use do, your email campaigns fall flat, and your site that was the greatest thing going in 2012 is looking dated in 2017.

Sometimes a little SEO update or complete revamp is what it takes to get you back on top.

66%

66% of companies believe that growing SEO and organic presence is their top inbound marketing priority.

SIGNS IT'S TIME TO OUTSOURCE MARKETING

Your brand is no longer cutting edge.

If you having trouble with your Google and Facebook accounts, need cutting-edge advertising options, or have diverse needs that do not meet a 40 hour week specialist on payroll, outsourcing is a good idea.

Can't afford to hire a competent team

Not everyone can afford to hire the right people to do every aspect of online marketing. To run a successful marketing department you need a team of people that can work in synergy to:

- Run your website
- Handle your SEO
- Create email campaigns
- Manage social media
- Create digital advertisements
- and much more.

CONCLUSION ALL YOURS



CONCLUSION

Large or small, 4 Step Studio has the experience and expertise to make your marketing pop with results.

We are capable of handling everything from development to pay per click, content, social media, email marketing and web design.

You may not be able to field your own marketing department, but it can feel like we are your very own. Likewise for companies with in-house marketing, a fresh set of eyes can shake up those pixels and get them working again.

We can augment your in-house marketing abilities with fresh content and fresh ideas. All it takes is a phone call, email, or text.

“

To think creatively, we must be able to look afresh at what we normally take for granted.

”

George Kneller



WORK WITH US

Bring us your ideas and goals so we can build an online marketing strategy you can be proud of!

GET A FREE QUOTE

