



When to Hire a Marketing Agency

Many companies are outsourcing their marketing these days. In fact, around 50% of both B2B and B2C companies are outsourcing at least some of their digital marketing efforts. You may be wondering when is the best time to bring in an agency or an off-site team to help with your marketing activities. Turns out, it may not be quite as expensive as you think, and marketing agencies like Leverage will measure your ROI so you know what you get for your money. Here are the top 9 indicators to let you know when to hire an agency:

1) You can't afford an in-house team.

Hiring a marketing department can be extremely expensive. A digital marketing specialist that has at least a few years of experience will run you around 50,000 per year. That doesn't even take into account the time you will have to take train someone new, pay for insurance or other benefits, overhead costs and vacation time. Don't forget about employee turnover which can tack on an additional 150% of an employee's salary to your marketing costs. Check out our In-House vs Agency Infographic to review these costs in more detail.

2) You can't keep up with your competition online.

Your competitors are outranking you on Google search, Bing and other search engines and they always seem to outbid you on paid ads. They're also getting more attention on social media. Chances are they have a comprehensive and experienced in-house team or they have an agency on their side.

3) There's too much work for you or your current team to manage.

The marketing team you have in-house is working overtime, and they can't keep up with all the projects necessary to keep your company ahead of the game. An effective digital marketing strategy can involve copywriting, social media strategy, paid search, web design, public relations, email marketing, SEO and more. It can be a lot for a small team to take on, especially when you have several different target markets.

4) You need fresh ideas.

Marketing agencies often employ veterans of the marketing industry, and they have worked with several types of businesses and industries throughout their careers. They also employ experts in each area of digital that have worked on projects for a variety of businesses. This gives agencies a leg up on innovation, creative thought, industry trends and fresh ideas. If your sales are stagnating or your team has run out of fresh ideas, it might be time to bring in an outsider's perspective and digital marketing expertise to jump-start new campaigns.

5) You aren't seeing the ROI you want to see.

Several marketing agencies, including Leverage, will tie their success to a client's ROI. This ensures that both the client and the agency are successful in what they do. You'll want to make sure the agency you hire tracks results and shows where your marketing dollars are going online. If you don't know which marketing channel is having the greatest impact on your ROI, you are lacking some important metrics that a digital agency can help you put in place. If you aren't tracking your results at all, an agency can help you set up analytics and reporting with dashboards that make it easy to interpret results and pass them on to decision-makers.

6) Your marketing technology isn't up to speed.

Marketing agencies utilize cutting edge marketing technologies to make their clients competitive. Many of these platforms have a minimum spend that is so high, most small businesses can't afford to pay the minimum monthly spend. Additionally, your staff may not have the know-how to use these technologies, and training costs will cut into your budget.

7) You need more flexibility in your marketing department.

The nature of your sales cycle may require you to cut back on marketing efforts at some points during the year and then revive them again at a later date. You may need to cancel one type of marketing project and then begin another of a totally different type. For instance, you may have realized that paid search isn't working for your business, but email marketing is, so you need an expert in marketing automation. This quick switch in tactics is far less painful and much faster with an agency.

8) You've acquired another company or you're exploring new markets.

Your staff may be too busy to take on marketing projects for new markets, or they may lack the expertise to do marketing in a different industry. Hiring an agency can provide your team with expertise in unfamiliar territory and help them launch new campaigns.

9) Your team lacks a particular expertise.

Maybe you have an in-house team that's effective at engaging prospects on social media or writing content for your website, but you lack someone with the skills to track prospect activity online or to effectively manage a bid strategy for paid search. If you hire an agency like Leverage, you can choose to assemble a team with the skills and expertise you lack.