



OUTSOURCED MARKETING

10 Reasons You Should Contact a Marketing Firm

In recent years, we have witnessed an explosion of new marketing techniques and tools. And we all want to be part of it, all eager to be at the forefront of a revolutionary marketing movement. Website development, reporting metrics, mobile apps, email automation, design syndication, ROI analytics—name it, we all want to get started with it.

But with the many things you want your marketing department to become, they may be taking more than they can chew. No wonder you've been getting complaints about too much work. And the worse part is, all of your grand plans will not get done with just the staff you have in-house. It's either your current team may lack the skills to execute your strategies. Or they don't have enough time. Or you don't have enough budget to hire more in-house staff.

This is why many companies, especially SMEs, outsource their marketing functions locally in the U.S, in the East Coast mainly.



Outsourcing: Is it worth it?

Still, a lot of organizations are hesitant to invest in an outsourced marketing team. Internalizing marketing staff and processes allows them to have tight control over the flow of work as well as keep costs low.

But sometimes, this can do you more trouble than good. For one thing, specialized marketing firms have employees with niched and different areas of expertise, as well as a wider range of capabilities. In that sense, marketing agencies can do more efficient work for a lower cost.

How can you tell if it's more efficient to outsource your marketing? Here are 10 reasons it's time to outsource your marketing operations to a specialized agency.

Inconsistency of execution

You may have prepared the most brilliant plan. But even the best won't work without the proper implementation. The common dilemma of small to medium-sized companies is that they experience a high turnover in marketing personnel. As a result, there are gaps in execution plans and marketing staff fail to translate their knowledge into them. Your company may have difficulty reaching your marketing goals and worse, this may result to a reduced bottom line.

By outsourcing our marketing team, you can resolve these problems. The outsourced team consists of a combination of staff with varying levels of marketing expertise. This can be a guarantee that you will have the right person for a project, such as an SEO specialist, a PPC advertising expert, a content writer, etc. Since they are a specialized marketing team, they are always equipped with the latest tools and techniques relevant to your business.

Likewise, even if there are different marketing personnel involved in various stages of your marketing activities, you will only have one point of contact. And that is, your project manager or marketing manager.

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Increasing overhead

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This is one of the most compelling reasons businesses decide to outsource. By engaging the services of a marketing outsourcing firm, you can reduce the cost of office spaces, computers and software. Added to that, keeping everything in-house will only lead you to spend your entire budget on payroll. You can already get an entire team of marketing experts at a much lesser cost than, say, one full-time marketing executive.

For instance, hiring one SEO expert with substantial experience may cost you around of \$85,000 to \$150,000 per year, plus benefits and overhead. And you have to note that you will need 2-3 employees to run a marketing team.

However, a typical retainer fee for a marketing firm may only cost you a minimum of \$40,000 to \$100,000 a year, with more capabilities and expertise than an in-house team.



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Lack of metrics

Most marketing agencies are measuring their success in terms of your ROI. Through detailed metrics, marketing firms present how their efforts have, for instance, added quality leads to your funnel and how these efforts are having a significant impact on revenue.

Outsourced teams will give your company objective insights into how much revenue you are generating for every penny you spend on them. This way you can easily track your marketing spend versus revenue. Your outsourced team can also help you determine how much revenue impact your campaigns are having.

Marketing metrics are a huge factor for encouraging revenue growth. If you find your revenue growing at a slower rate than usual, then take this as a sign that you need to consider outsourcing some of your marketing activities.

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Lack of flexibility

Some companies believe that keeping all their marketing processes internal will help them save on costs. But organizations often have to undergo changes, and new directions and changes in business circumstances are going to be introduced along the way, especially for small businesses. Adding new staff to cater new capabilities introduced to your marketing department will only mean additional salaries and other staffing-related expenses. Think about how much you have to spend on a new employee, or even having to let go a certain employee due to organizational changes.

An outsourced marketing team is flexible enough to help you scale your marketing activity up or down in the shortest possible time. They are highly adaptive to even the most sudden changes in your business.

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Limited channels

Marketers often fall into the trap of settling with old, legacy marketing channels like posters and newspaper advertisements, while your smaller, more nimble competitors are already getting bigger momentum on new channels, for a much cheaper cost.

There are always the big guns like LinkedIn, Twitter, Facebook and Instagram. But new platforms pop out almost everyday, such as the new blogging platform Medium, photo-sending app Snapchat, the video-streaming app Periscope, and many others. You might be spending thousands on marketing staff that only give you poorly thought-out marketing strategies that fail to deliver results.

A marketing agency usually has a broader range of expertise and can direct you to the most efficient marketing channels. Because the industry grows exponentially, marketing agencies stay nimble and quick in responding to cutting-edge capabilities, new channels included. They can also introduce alternative channels you can use in addition to your old strategies.

You're running behind marketing goals

In a highly competitive business environment, marketing teams find themselves in a constant struggle to stay ahead. No matter what you do and how much time you spend, you will always encounter long periods of stress and sky-high workloads. Oftentimes, marketing teams find themselves running behind their marketing campaigns and projects, such as falling behind deadlines and missing important activities. If you have these problems, then you might be having difficulties managing your time and staying ahead of the curve.

Difficulty in keeping up with your marketing objectives might cause you to miss out on major opportunities. A marketing agency can help alleviate the pressure on meeting deadlines and make sure that your projects are accomplished on time.

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Difficulty in keeping up with trends

It's not just the scope of marketing that's expanding. We are also seeing changes in the patterns and trends in buying behavior, and this continuously evolves every year. Keeping up with the latest trends in marketing is imperative to drive greater results. However, doing market research can be time-consuming and incredibly expensive especially for small to medium-sized companies. After all, your ultimate focus is to ensure that your business runs smoothly.

By outsourcing this important aspect of your marketing, you can allow yourself to focus on your core activities and running your business operations.

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No focus on strategy

With all the daily marketing tasks you have to get done, how much thought have you given in improving your overall marketing strategy? If you are overwhelmed with individual tasks everyday, it's almost impossible to have extra time to contemplate on your marketing team's direction. A strong marketing strategy involves time and thought, and your in-house marketing team just don't have the luxury at the moment.

The ideal scenario involves a brainstorming session, market research and analysis of past campaigns. If you don't have time to do all these and often just throw everything together for a last-minute solution, then you are wasting your budget. An outsourced marketing team will have the time and resources to plan and orchestrate a strong campaign.

Overworked marketing staff

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Overworked employees are common in small to medium-sized firms as they usually have only a handful of staff to carry out bulk marketing tasks. If you have 200 hours worth of marketing efforts to get done on a weekly basis with only three marketing personnel to handle all, then it might be time to enlist the help of an outsourced firm to reduce the workload—especially if there’s no way your marketing budget can let you hire additional employees.

You’re not just getting the results you want

If you’re getting increasingly devastated with the results you’re getting, then maybe it’s time you try your marketing campaigns in the hands of an experienced marketing firm. After all, with everything else falling, you have nothing to lose. And if, after a few tries and you’re still not hitting the mark, it’s always easier to cancel your marketing program with an agency than to fire a full-time employee.

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A woman with long dark hair, wearing a light-colored straw hat and a white top, is sitting at a table. She is looking intently at a laptop screen. In her left hand, she holds a white coffee cup with a dark lid. The background is a blurred outdoor setting, possibly a cafe or office balcony, with a railing visible. The overall lighting is bright and natural, suggesting daytime.

SUMMARY

You don't always need to make a tough choice between in-house team and outsourced team. In fact, there are companies who employ both in-house and external marketing teams, and the results are fascinating. This hybrid marketing staff is becoming more and more popular, especially for small, growing organizations.

If you think your company is exhibiting these 10 signs, then you might need to start outsourcing your marketing efforts to a marketing agency one small portion at a time. An outsourced team may be able to complement your in-house staff. And slowly, as new strategies are ushered in, you can increase your outsourced marketing efforts and find an agency that can manage your marketing needs from top to bottom.

STACCATO INTERACTIVE Digital Marketing Virtuosity!

Often, small and medium sized businesses need to hire two or more different companies to do their development and marketing work, or try to undertake these tasks themselves. This often leaves the comfort, efficiency and effectiveness of all-inclusive services to the large, deep-pocketed enterprises. Staccato interactive was created from the realization that, in a world of internet based information, companies need an all-inclusive Web Development and Interactive Marketing team behind them.

Staccato Interactive brings a friendly level of comfort, expertise and efficiency to the small and medium size business. With more than 50 years of shared experience within our management team, we have been providing this service to multi-million dollar businesses in the area for almost 5 years.

We can work with your company from its inception and provide you with the design, development and marketing tools to enable your company to stay on top page of search engines and at the top of the mind of those in in your industry.



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