



Reasons to Hire a Marketing Agency Versus a Marketing Manager



Marketing is simultaneously one of the most important departments within a company and one of the most frustrating decisions a brand ever has to make. Your marketing plan influences and encompasses everything from sales to SEO, and you can't trust all that to just anyone. When choosing between hiring an in-house marketing manager and bringing on an outside marketing agency, there are three major factors that you need to consider:

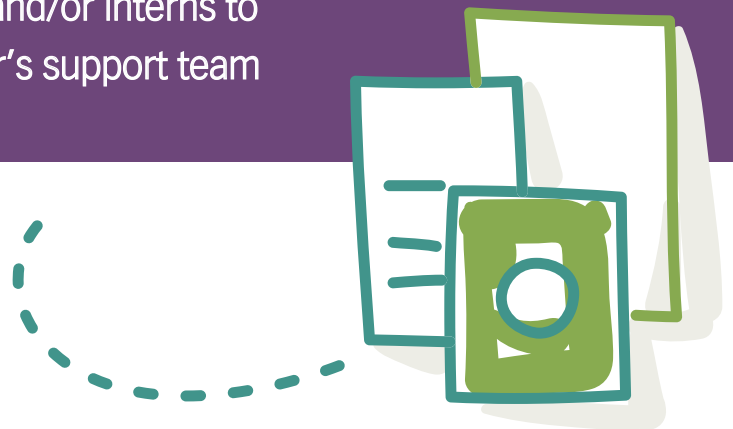
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All-in-One Services, Rather Than One Person Trying to Do It All

Take a minute to check out the dozens if not hundreds of listings companies have put out advertising for an in-house marketing manager just in your area alone. Brands are earnest in their desire for someone to do any and all of the following:

- Develop and execute a multi-platform advertising strategy
- Manage the marketing budget including annual reviews, paid advertising, and all peripheral materials
- Develop, execute, and evaluate both new and existing marketing campaigns across a full spectrum of channels (social, email, SMS, etc.)
- Identify broad and industry-specific KPIs including lead generation, conversion metrics, customer acquisition, social media engagement, and website traffic
- Idea, create, optimize, and distribute branded content, including blogs, ebooks, social media posts, and reports, as dictated by the needs of current marketing campaign
- Supervise public relations issues including the writing of PR releases
- Liaise with sales department to ensure cohesive branding and exponential brand growth
- Hire and oversee assistants and/or interns to act as the marketing manager's support team



Any company that hires an actual living, breathing person able to fulfill that laundry list of requirements ought to call the Guinness Book of World Records immediately, because that's a one-in-a-million find right there. Back here in reality, most people are good at one or two things and adequate at several more. Hire someone who is incredible at PR and managing a marketing team and they're going to try and learn SEO on the fly; interview a killer strategist and maybe they struggle with original content, even if they can manage to distribute it reasonably well.

When it comes to marketing, something has to give – unless you opt for a marketing agency instead of just an individual. With an agency, you're getting an entire team of people all equipped with their own experiences and talents. Sure, you might have someone who knows a lot about ideation and little about hiring and firing, but that's okay because they have a colleague able and willing to pick up the slack. Someone's sick? That's okay, you have backup. Writer's block rearing its ugly head? No problem, a professional writer who understands your business message and goals will know what content to create. With an agency, your needs never go unfulfilled because there is literally a team of people ready to implement the marketing strategies necessary for your business goals.



2 Access to Technology

When it comes to digital marketing and everything that goes with advertising a modern-day company in a globally connected world, there really is an app for, well, everything. From iPhone apps to Android technology to premium-level marketing tools that help you create, manage, and review everything from your brand's overall efficiency to campaign productivity to performance analytics and so much more. Some of these tools are free, sure, but most are an investment to either sign up or to access the features you'll need. Working with a marketing agency that understands each platform allows your company to have the most efficient and effective software in place.

As an individual business, your bottom line can be made or slayed by software costs that will add up faster than you can say “I need a second mortgage.” On the other hand, marketing agencies purchase high-level memberships with these same companies. You’ll actually spend less money for far more resources.

3 A Little Perspective is Worth a Lot

If you run your own company, you’ve likely grown very attached to everything from the logo to the website design to the way you’ve asked your front desk staff to answer the phone. For the most part, that’s a good thing; attention to detail is what makes successful brands so different from the companies that fail to make it as far as they’d once hoped. Still, that attachment to the way things are can prevent you from seeing what needs to happen in order for things to get where they need to go.

Whereas an in-house marketing manager might be either biased towards your company’s current strategy or at least feel like it might not be to their advantage to speak up, an outside marketing agency brings a fresh perspective and the sort of detachment that can actually be valuable. They’ll be crystal clear about changes that need to be made and have the reports, analytics, and blueprints at the ready to not only prove their point but show you what needs to happen next. And isn’t that what every brand truly needs – even yours?

