## THE (LITERAL) MILLION **DOLLAR QUESTION**

HOW DO YOU BUILD A HIGH PERFORMANCE **MARKETING TEAM** WITHOUT BREAKING THE BANK?



Leveraging marketing effectively to drive growth requires a diverse set of marketing skills and disciplines. Thinking of ramping up your marketing investment? It will cost you. Making the decision of in-house vs. outsourced marketing resources can be tough. Blending the two models often makes the most sense.

**ARE YOU LAGGING?** 

#### 34% OF B2B COMPAN believe their current marketing processes don't have

the ability to scale or meet their marketing challenges in the next 1-3 years.1



**QUICK RAMP AND SCALE.** 

Benefit of an outsourced marketing agency:



# TALLY IT UP.

HIRING IN-HOUSE?

## **MARKETING TEAM SHOULD BE HIGHLY SKILLED IN:** Marketing strategy

Messaging and positioning

A WELL-ROUNDED

- Digital marketing
- Demand generation
- Channel marketing Sales enablement
- Content development
- Public relations
- ...and more

\$742,000-\$1,019,500 (or more!) **ONLY RELYING** 

**ON MARKETING** 

THE PRICE TAG

FOR ALL THIS?

**GENERALISTS?** \$337,053-\$946,953°

## OUTSOURCE TO GET THE SKILLS YOU NEED FOR A FRACTION OF THE COST. Agencies that offer fractional or outsourced marketing

**GET MORE FOR LESS** 

of marketing, and have the ability to quickly scale up (and down) to meet your needs with very little notice. INTERNAL TEAMS FRACTIONAL TEAMS

services provide companies with expertise in every area



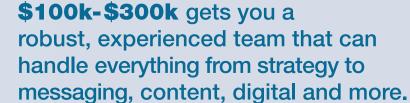
**Strategy:** Including messaging, positioning, market analysis,

(depending on company size)

campaigns. **Execution:** 

budgeting & integrated

#### Martech, SEO, PPC, ABM, Advanced social.



Better yet, they fill your in-house gap with the right expertise.

simply cost less than a full-time staff



#### #1 MOTIVATION for companies hiring marketing firms (even ahead of cost

savings) is an internal lack of

relevant marketing expertise.3

For more detailed information about varying approaches to outsourcing, read our eBook, Staffing Up for Growth Outsourcing Vs. Hiring In-House Marketing Talent.



HIT THE GROUND RUNNING OUTSOURCE TO ONE FIRM.

**OUTSOURCE** 

**AUGMENT** 

#### until your marketing needs are clear and tactics are proven. (e.g. what roles to fill and when; what type of marketing does your firm need most to succeed)

Many companies understand the outsourcing benefits, but

end up with chaos from juggling too many marketing vendors.



THE RESULT:

Disjointed strategies and

missed opportunities

from lack of alignment.

There's no one-size-fits-all approach. If it makes sense to hire in-house, then by all means—hire.

select experts that can be strategic or tactical. **FULLY OUTSOURCE THE** MARKETING FUNCTION. (yes, it's done every day).

existing marketing staff with



But please consider a few alternatives before you send the offer letter.

### NEED HELP BUDGETING, STRATEGIZING, OR BUILDING YOUR TEAM? Start with our Rapid Marketing Assessment & Plan to analyze

your company goals, help you establish your marketing priorities, and get the best people in place to drive growth for your business.

Magnetude is a B2B tech marketing firm that works with companies looking to grow more rapidly and compete more effectively, helping our clients market the right way in today's increasingly complex environment. We provide growth strategy consulting services that often dovetail into fractional marketing department implementation support with full-service capabilities spanning messaging and positioning, digital marketing, demand generation, channel & sales enablement, content development and brand visibility. Magnetude specializes in working with clients in the cybersecurity sector, with depth of industry knowledge across key team members and a breadth of client successes under our belt.

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2https://www.forbes.com/sites/forbesagencycouncil/2017/11/08/in-house-team-or-outsourced-digital-marketing-heres-how-tomake-the-right-choice/#539570251b3a 3https://www.callboxinc.com/lead-generation/5-research-backed-reasons-to-outsource-your-marketing-program/

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