

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 COMPANIES believe their current marketing processes don't have the ability to scale or meet their marketing challenges in the next 1-3 years.¹

Benefit of an outsourced marketing agency: QUICK RAMP AND SCALE.

HIRING IN-HOUSE? TALLY IT UP.

A WELL-ROUNDED MARKETING TEAM SHOULD BE HIGHLY SKILLED IN:

- Marketing strategy
- Messaging and positioning
- Digital marketing
- Demand generation
- Channel marketing
- Sales enablement
- Content development
- Public relations
- ...and more

THE PRICE TAG FOR ALL THIS?
**\$742,000-
\$1,019,500**
(or more!)

ONLY RELYING ON MARKETING GENERALISTS?
**\$337,053-
\$946,953²**

GET MORE FOR LESS OUTSOURCE TO GET THE SKILLS YOU NEED FOR A FRACTION OF THE COST.

Agencies that offer fractional or outsourced marketing services provide companies with expertise in every area of marketing, and have the ability to quickly scale up (and down) to meet your needs with very little notice.

INTERNAL TEAMS

(depending on company size) are often lacking key expertise required to succeed



Strategy: Including messaging, positioning, market analysis, budgeting & integrated campaigns.

Execution: Martech, SEO, PPC, ABM, Advanced social.

FRACTIONAL TEAMS

simply cost less than a full-time staff

\$100k-\$300k gets you a robust, experienced team that can handle everything from strategy to messaging, content, digital and more.

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

#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.](#)

INVEST IN YOUR SANITY AND HIT THE GROUND RUNNING OUTSOURCE TO ONE FIRM.

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.



A management headache.

OUTSOURCE 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)

AUGMENT existing marketing staff with select experts that can be strategic or tactical.

FULLY OUTSOURCE THE MARKETING FUNCTION. (yes, it's done every day).

BOTTOM LINE

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

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 consulting 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.

¹<https://www.callboxinc.com/lead-generation/5-research-backed-reasons-to-outsourcing-your-marketing-program/>

²<https://www.forbes.com/sites/forbesagencycouncil/2017/11/08/in-house-team-or-outsourced-digital-marketing-heres-how-to-make-the-right-choice/#539570251b3a>

³<https://www.callboxinc.com/lead-generation/5-research-backed-reasons-to-outsourcing-your-marketing-program/>