

Partner with a Marketing Agency and Get the Job Done

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Introduction

AS THE RISE OF NEW TECHNOLOGY AND SOCIETAL TRENDS CONTINUE TO CHANGE THE WORLD, ENTIRE INDUSTRIES ARE BEING RESHAPED AT RAPID SPEEDS. FOR THOSE HIRING DIGITAL AND CREATIVE TALENT, THE CHANGES HAVE BEEN PROFOUND AND REQUIRE ADAPTATION.

[Challenges facing creative and digital hiring 2017](#)

THE ROLE OF MARKETING IS WITNESSING A FUNDAMENTAL SHIFT IN THE ORGANIZATIONAL ECOSYSTEM. WITH RAPIDLY EVOLVING CUSTOMER DEMANDS, INCREASING RELIANCE ON TECHNOLOGY AND AUTOMATION, MARKETING TODAY, IS TRULY A MULTI-DISCIPLINARY FUNCTION.

[MaaS - what is it and why do SMBs need it](#)

Every company faces the same challenge: too much work to do in too little time. As technology expands opportunities to attract new customers, it also increases the number of marketing tasks you need to juggle. Whether you are a small business with a dedicated marketing resource or a big corporation with a large marketing group, there's a good chance you can't keep up and need help.

Hiring a marketing agency is an excellent option, yet businesses often hesitate. Preconceived and often unfounded notions lead many to believe that it's better to wait and hire an internal resource. Unfortunately, it takes time to find the right talent. At the same time, needs change. Your requisitions are put on hold as other business issues take priority. As a result, your projects languish. You feel frustrated, knowing that some of these projects could make a huge positive impact.

So, what's the answer? Embrace marketing as a service.

In an age where applications and computing resources often reside in the cloud and are purchased as needed, it makes sense for decision-makers to consider other resources in a similar way. With a marketing agency, you get the same benefits that IT as-a-Service models provide, including agility, service level options, affordability, and scalability. Hiring a marketing agency as a service will free you to concentrate on other priorities and give you confidence that your key marketing projects are in the capable hands of industry experts.

This paper highlights the benefits of working with a marketing agency in order to help businesses overcome the misconceptions that are barring them from doing so.

Today's Marketing—Tactical vs Strategic

Marketing is changing in this age of digital transformation. Broad brush advertising, while still used in some cases, has given way to targeted, personalized methods of articulating a message to pre-profiled customers. Many companies have chosen to shift their focus to digital marketing—blogs, ad words, social media, etc.—to use the resources they have in ways they believe will garner them the most attention online.

Other companies are still steeped in traditional marketing tactics with their brochures, tradeshows, and advertising. They know they need to expand digitally but are also resource constrained. Hiring a recent college graduate to post messages on Twitter or Facebook seems like an efficient way to broaden their digital presence.

But, in both cases, it inevitably feels like a catch-as-catch-can. The work piles up, and you find yourself scrambling to get it done. Picking up one ball here means dropping another one somewhere else. Metrics are missing. Creative ideas aren't getting implemented. Worst of all, you don't have anything exciting to report to upper management. You feel like all of your current marketing demands are spinning out of control. What's the answer? Hire a marketing agency that can help you act more strategically and allow you to focus on areas you feel are being neglected.



What's Stopping You?

When companies dismiss the idea of hiring an outside agency, their reluctance generally stems from one or more of the following concerns:

- The project is too important to risk with outsourced resources
- Consulting firms simply take money to give a big report with the work still falling to me
- Outside resources don't know my business and require too much handholding

- Contractors are too expensive
- If I bring in a consultant, I'm telling my boss I'm not capable
- I'm not convinced the agency can handle all they say they do
- The agency hasn't worked in my industry before

While valid points, these thoughts stem from either a poor previous experience or no experience at all with a marketing agency.

After researching reputable, experienced marketing agencies, you'll realize that these misconceptions are false and that agencies have significant advantages that you may not have considered. They can help:

1. Free up internal resources to focus on core business
2. Transfer knowledge and experience to your team
3. Save money by improving staff utilization
4. Improve quality by providing an alternate viewpoint
5. Speed up operational efficiency and time to market
6. Increase customer satisfaction with broader communications
7. Enhance out-of-the-box thinking and provide objectivity

Apply Your Resources Strategically

Thoughts that might cause you to hesitate in outsourcing a project, like concerns over security, quality, and successful project completion, are normal. When your project could mean your job, it is difficult to let someone else handle it. However, working with an agency that has the right skills and knowledge to complete the project not only improves the possibility for success but also secures your position in the future. The right agency will make you look better.

When you properly outsource project work, you jump start your organization's competency and enable inside resources to take over once the project is up and running. A perfect example is expanding your marketing through social media. A good marketing agency can help you develop content, identify target recipients, familiarize your organization with social media platforms, and hand off its day-to-day operation and *best practices* with a complete knowledge transfer. This keeps you from distracting your internal resources with a steep learning curve and uncertain early results.

Quickly Add Expertise To Your Organization

Agencies [can provide you with a holistic array of talent accompanied by a wealth of knowledge](#). Agencies are staffed with capable and experienced individuals. They've seen it all. They've worked with organizations like yours and can learn quickly, executing the right activities with less trial and error. The right agency won't require much handholding, which gives you peace of mind.

Another benefit is the multitude of skills that an agency can bring to the table. They have resources versed in strategy, tactical implementation, content creation, lead generation, graphic design, social media, web design, and even training. Their creative minds craft campaigns across a variety of media, ensuring customers see your content.

When building an internal marketing team, you typically need several different hires who have the necessary skills for running a complete marketing program. When partnering with an agency, you get the skills specific to your project. It is also easy for an agency to put in place partial headcount for short-term or specialized needs. When the project is done, you can opt for a different resource who has the appropriate skills for your next project.

The unique perspective of agency consultants often enables them to contribute more than just a completed project. They know what's current and can bring this knowledge to bear on your projects. They can also help you avoid the pitfalls and missed opportunities that they've encountered before.

Save Money

Although it may seem counterintuitive, it's less expensive to hire an agency than it is to build an in-house marketing team. The cost of hiring an agency can often be a concern for larger companies where the full cost of hiring internal resources may be unclear to the hiring manager. How many times have you heard or thought that you could bring on a full-time employee at half the agency's hourly rate?

Agencies are ideal for your hard projects. We're talking about projects that require writers who can focus your messages into unique value propositions or experienced sales resources who understand what customers want. Talent like that may not be easy to come by as you might think. Due to the tremendous competition today, the creative field is seeing stark [increases in compensation](#) to attract such resources. [According to one study](#), there were 1,345,997 marketing-related openings with a supply of only 217,455 active candidates over the course of 2017, indicating that the available talent is in demand and likely fielding multiple offers.

CREATIVE DIRECTORS IN CHICAGO ARE EARNING UP TO \$130,000, AND SOCIAL MEDIA MANAGERS ARE EARNING AN AVERAGE OF \$68,419 WITH TOP PERFORMERS BRINGING IN OVER 100K. MARKETING, ADVERTISING, AND PROMOTIONS MANAGERS ENJOY A MEDIAN PAY OF \$95,890 WITH EMPLOYMENT EXPECTED TO GROW 9% THROUGH 2024. ORGANIZATIONS THAT ARE LIMITED IN THEIR ABILITY TO OFFER AN ATTRACTIVE SALARY WILL FACE AN UPHILL BATTLE FOR SECURING TALENT.

[2018 CREATIVE & IT SALARY GUIDE](#)

It's important to remember that there's more than just wages to consider when looking at cost, such as corporate overhead. Consider HR's recruitment costs, benefit planning, new hire onboarding and training, and workspace and equipment costs, including software subscriptions, like Adobe Creative Cloud, that fall under marketing. According to a [report from Bersin by Deloitte](#), it costs an average of \$4,000 just to fill a position, which doesn't include the salary, benefits, training, payroll taxes, and paid time off. And, time is money. It can take 3-6 months before new employees can truly add significant value to an organization. If they decide to leave, all your efforts in training them will be an investment for someone else.

When you hire an agency, you add agility to your cost structure. Agencies manage their costs by estimating charges for project work and then place the right people on the right activities. If you're not happy with the style or performance of work being produced, agencies can typically switch out resources without the need to cancel the agreement. The process is simple, quick, and cost-effective. You know you are dealing with experts who can get the job done and make your team look good.

Add Quality To Your Deliverables

When your organization is pressured to get a lot done in a little amount of time, quality can suffer. Ask yourself this: when there's a surge in projects, is it possible to complete all of the work without sacrificing quality? Will the VP of marketing prefer quantity or quality? For example, is it enough to send numerous emails to potential customers, or do you want a surge in the number of emails that customers open? Which scenario would you feel more confident reporting?

As stated earlier, agency consultants are highly experienced individuals. They take pride in delivering their best to you. Any agency worth its salt will do whatever it takes to keep you as their client for the next 20 years. They see it as their job to make you look good. Your boss will probably look more favorably on you for using an agency to improve quality and bring in more leads instead of struggling through it all on your own.

Gain Operational Agility And Scale

There may be specific things you've been wanting to do for a while but just haven't had the resources to devote to them. You shouldn't have to pass up new, exciting opportunities. Perhaps it's a marketing campaign, website update, or database overhaul. Consider giving these to a contractor whose specialized skills can take the burden off your employees. When you want to get something done quickly, sometimes [it's best](#) to lean on those who are familiar with it. Working with an agency allows you to scale your capabilities as needed.

Load balancing is another benefit. When you partner with an agency, you won't need to worry about a star employee who might be out sick. Agencies have talent to back up talent. If one person is out, another can easily pick up where it was left off so your project doesn't miss a beat.

Benefit From An Outside Perspective

Do you have a problem with your messages sounding “too promotional” or feel as if you’re in a process rut, doing the same things over and over? It’s easy to get tunnel vision when you’re immersed in your business.

A good agency collaborates with you and offers insight from their experiences. In larger organizations, a network of agency resources can provide an informal overlay that improves collaboration among teams. Knowing what works and what doesn’t across areas can help improve your projects.

No matter what industry you find yourself in today, tried-and-true marketing methodologies work across the board. Messages may need to be tuned in order to reach your specific target audience, and an agency will have the competency to do so. An agency works across industries, bringing in new ideas that you may not have considered before, helping you leapfrog the competition. Remember, customer business problems don’t really change much in different industries—they’re just nuanced. Good consultants can interpret the nuances and apply them appropriately while giving you valuable outside perspectives at the same time.

In Summary

There are many benefits to collaborating with an agency. Bringing in experts for short-term needs can help you finish the job and effectively use your budget and resources, allowing you to scale as needed. Experienced marketers can hit the ground running, filling in when you have short-term objectives to be met. To summarize, hiring an agency can provide significant advantages when you find yourself with these types of requirements:

Requirement	Marketing Agency Service	Advantage for Client
Temporary skills gap – new need, lost worker, maternity, etc.	Fill with experienced person, full- or part-time.	Staffing simplicity. Plugs role gap.
New initiative, such as a product rollout, partnered solution, etc.	Deploy team, fulfill multiple roles.	Access to many skills, opportunity for skills transfer to internal team. Easy to cut back upon completion of project.
Strategic restructuring to improve outcomes.	Take on less critical or repetitive roles.	Focus internal hires on critical initiatives. Run baseline services as consumption service.

SOME COMPANIES TRY TO GET AROUND HIRING IN-HOUSE MARKETERS, SOCIAL MEDIA PERSONNEL, CONTENT WRITERS, AND SEO PEOPLE BY JUST HAVING EXISTING EMPLOYEES PICK UP THE SLACK. DUMPING THE MARKETING BURDEN ONTO EXISTING EMPLOYEES INCREASES THE LIKELIHOOD OF BURNOUT AND REDUCES PRODUCTIVITY IN THE LONG RUN. IN ADDITION, YOUR MARKETING EFFORTS WILL LACK CONSISTENCY WITH SO MANY HEADS TO THE MONSTER.

[8 Benefits of Hiring a Marketing Agency House](#)

When you work with the right agency, you will find them indispensable and they will become one of your most trusted advisors. The relationship you build will be one where you know you can count on them in any time of need. Partnering with the right agency can help improve your marketing execution in four very important ways:

1. Expertise
2. Perspective
3. Flexibility
4. Productivity and time management

The chart below shows some of the pros and cons of keeping everything in-house versus forming a partnership with a marketing agency.

	In-House Marketing Team	Marketing Agency
BRAND KNOWLEDGE	Has understanding of company's history, vision, goals, and competitors. Well-equipped to create content that matches brand voice, speaks to target customer, and incorporates core mission.	When approached as a partnership, a marketing agency invests time in learning the brand.
INDUSTRY EXPERTISE AND SKILLS	Typically knows its industry very well. May have gaps when entering new market segments or have difficulty recruiting the right talent.	Can bring expertise from previous experience. Can save time by bringing complementary experience to bear on projects.
PERSPECTIVE	Lack of objectivity may have internal teams struggling to adapt to a customer mindset, thus inhibiting the ability to create content that is customer-centric and not brand-focused.	Agencies will point out areas for improvement and missed opportunities that internal teams may have difficulty identifying and communicating.
SCALABILITY	Has limited capacity. There will be a set volume of work that can be handled before quality suffers. To ramp up, new hires will be needed, which requires a training period.	Can be engaged on an as-needed basis with as many or few resources as required.

At Porter Consulting, we offer analyst, marketing, and brand services, as well as channel and sales support. As part of our analyst, marketing, and brand services, we can supply you with resources for:

- Whitepapers that bring your messages to market with the enhanced value of a third-party perspective <http://porterconsulting.net/index.php/collateral-white-papers-2/>
- Comprehensive social media marketing, including retargeting campaigns, a social media audit, website design and redesign, and an enhanced social media presence <http://porterconsulting.net/index.php/using-social-media-create-business-powerhouse/>
- Content and Collateral development <http://porterconsulting.net/index.php/content-development-and-collateral/>
- Marketing and Brand strategy <http://porterconsulting.net/index.php/marketing-and-brand-strategy/>

As part of our channel and sales support, we offer:

- Salesforce skills training <http://porterconsulting.net/index.php/sales-force-skills-2/>
- Specialized coaching for revenue acceleration <http://porterconsulting.net/index.php/revenue-acceleration/>
- Slide sets, webinars, and podcasts <http://porterconsulting.net/index.php/slide-sets-and-podcasts/>

We would love the opportunity to work with you, extending your resource pool, and bringing new ideas to the market. Email us at sales@porterconsulting.net, and let us know how we can serve you and your company today.

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