

WHAT OUTSOURCING MARKETING MEANS FOR YOUR SMALL BUSINESS

Marketing is an essential component of any business. So, the question is: Do you handle marketing in-house or outsource? That depends on your circumstances. If you already have a group of employees with expert marketing knowledge and a record of driving results, in-house may work for you. But in many cases, small businesses benefit most from partnering with a marketing agency.

While it's easy to think you can simply do your marketing in-house, the fact is, there are several significant benefits that come with outsourcing to an agency - - and you probably don't want to miss out on them.

1. **Greater expertise**

An in-house team may have access to fundamental elements of digital marketing but it's hard to compete with the level of expertise typically found with an experienced marketer.

Most professional marketers have worked for multiple clients, across multiple industries, and that experience has made them experts at their craft. Their expertise will allow them to drive results for your marketing that you may never achieve on your own.

For agencies with years of experience, that expertise is valuable. What you do in-house may fall short of the proficiency of a professional agency that's been driving results for over a decade.

2. **Greater specialization**

On top of having a deep understanding of general marketing practices, marketing agencies tend to be highly specialized in multiple areas. That's because they've had to learn all the existing strategies to ensure which ones work best for each individual client.

3. **Better resources**

Another benefit agencies have is advanced tools and resources. Some of these tools can be challenging to use if you don't have experience with them. Even for free tools, it can be hard to figure out how they work and how you can best apply them to your marketing. But when you partner with the right agency, you'll gain access to all the marketing resources you need.

4. **Flexible costs**

When you hire in-house marketers, you accumulate several fixed costs, most notably salary and benefits. Regardless of the extent of your budget or the success of your marketing results during a given period, you must consistently spend a given amount of money on your employees.

When you outsource your marketing, on the other hand, your costs become far more flexible. You can adjust how much you spend based on the plan you choose and the strategies you want to use.

5. Fresh perspectives

When you spend a significant amount of time wrapped up in the details of managing your business, it's hard to step back and see the bigger picture. And in marketing, the big picture is important for determining your branding and target audience(s).

Outsourcing your marketing is a great way to obtain a broader perspective. An external agency can view your brand and strategies with a fresh eye, optimizing it in ways you might not have thought of on your own.

6. Time Management

Doing your own marketing can detract from the time you need to spend on other projects. When you outsource marketing, on the other hand, you can pass off all your marketing work to your agency. While they develop your strategies, you can devote your energy to running the other facets of your business.

7. Trend familiarity

Like many things, the marketing world is in a state of constant flux. As time goes on, older marketing tactics start to grow less effective, and new ones take their place. For your marketing to outperform the competition, it must stay on top of the latest trends.

Good agencies are always keeping up with the newest marketing trends and putting them into action, guaranteeing that your marketing stays current.

So, if you're still unsure what will work best for you, call and ask for a free consultation to discuss all your options.