

PROS

CONS



Hiring In-House

Close to the action

Payroll + benefits + fixed costs

Cultural & institutional knowledge

Limited access to tools and resources

Visibility into internal issues & dynamics

Narrower range of expertise and experience

Established trust & loyalty

Recruiting and hiring expenses



Hiring an Outside Agency

Team of experts for lower yearly cost than one employee

Perception that rate is expensive compared to in-house employee salary

Benefit from agency's experience on projects with challenges like yours

Learning curve re: brand, voice, goals, and internal issues

Access to agency's established network of businesses & vendors

Potential shuffling around of your account depending on staffing model

Junior, less expensive staff have reach-back to agency's full capabilities, years' experience

Multiple clients and priorities could affect turnaround

Outside perspective to help see around internal blind spots

Lots of back-and-forth, potential communication/execution inefficiencies



Best of Both Worlds

We can help you develop internal capacity. We train your people and help build skills so that as your business grows, you can take on more of the marketing in a seamless way.