

SHOULD YOU HIRE AN INBOUND MARKETING AGENCY OR SOURCE YOUR OWN INTERNAL MARKETING TEAM

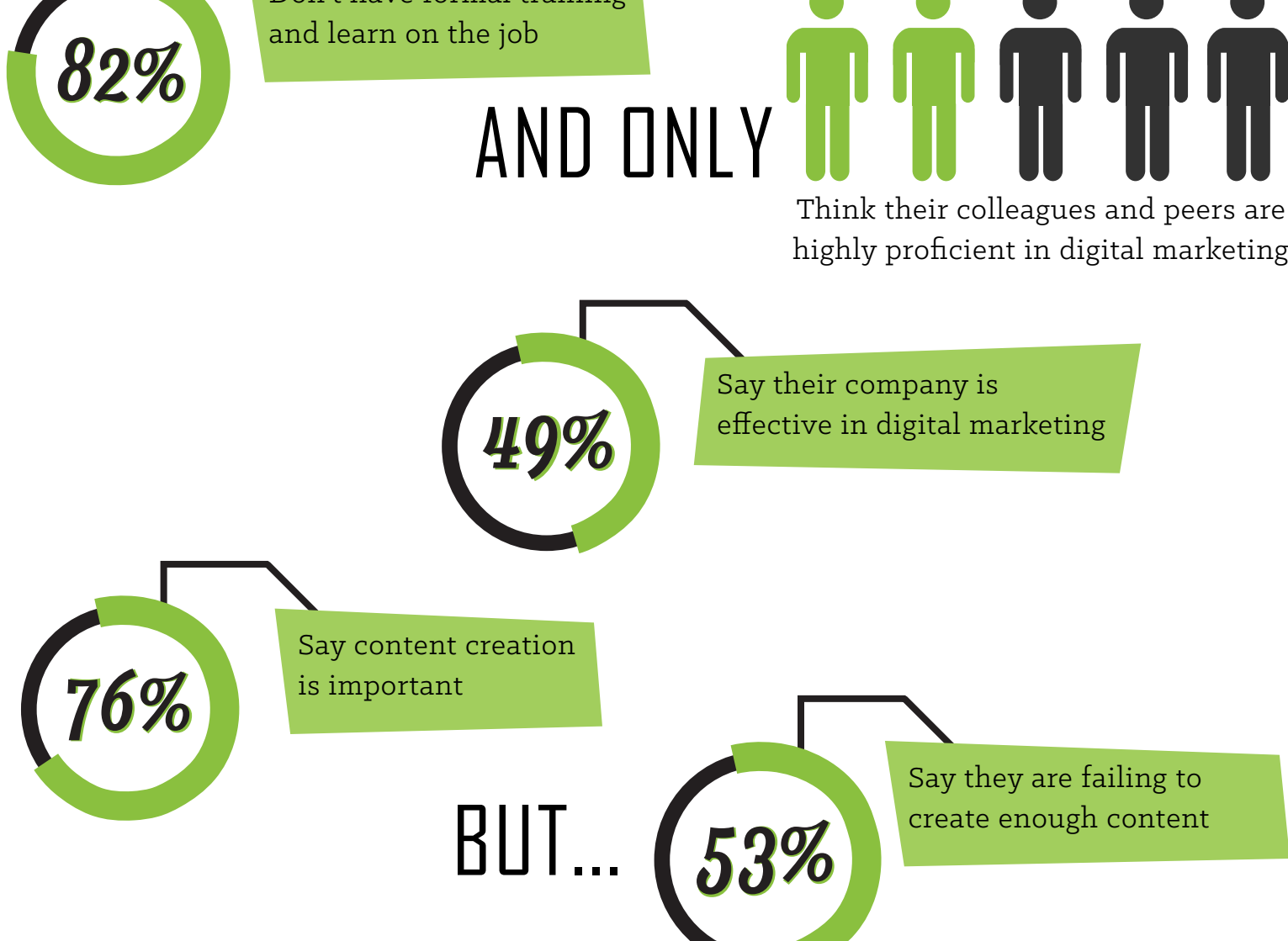
Before deciding whether your company should take on the role of managing all of your marketing initiatives, consider the cost savings associated with partnering with an inbound marketing agency.

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Consider the Facts...

Inbound marketing is the process of earning the interest of buyers and customers—through content creation and other online strategies—rather than buying it. While a personalized marketing strategy lays the foundation for a solid inbound marketing program, it's carried out through a number of tactics such as web development, social media, lead nurturing, blogging, and much more.

DIGITAL MARKETERS...

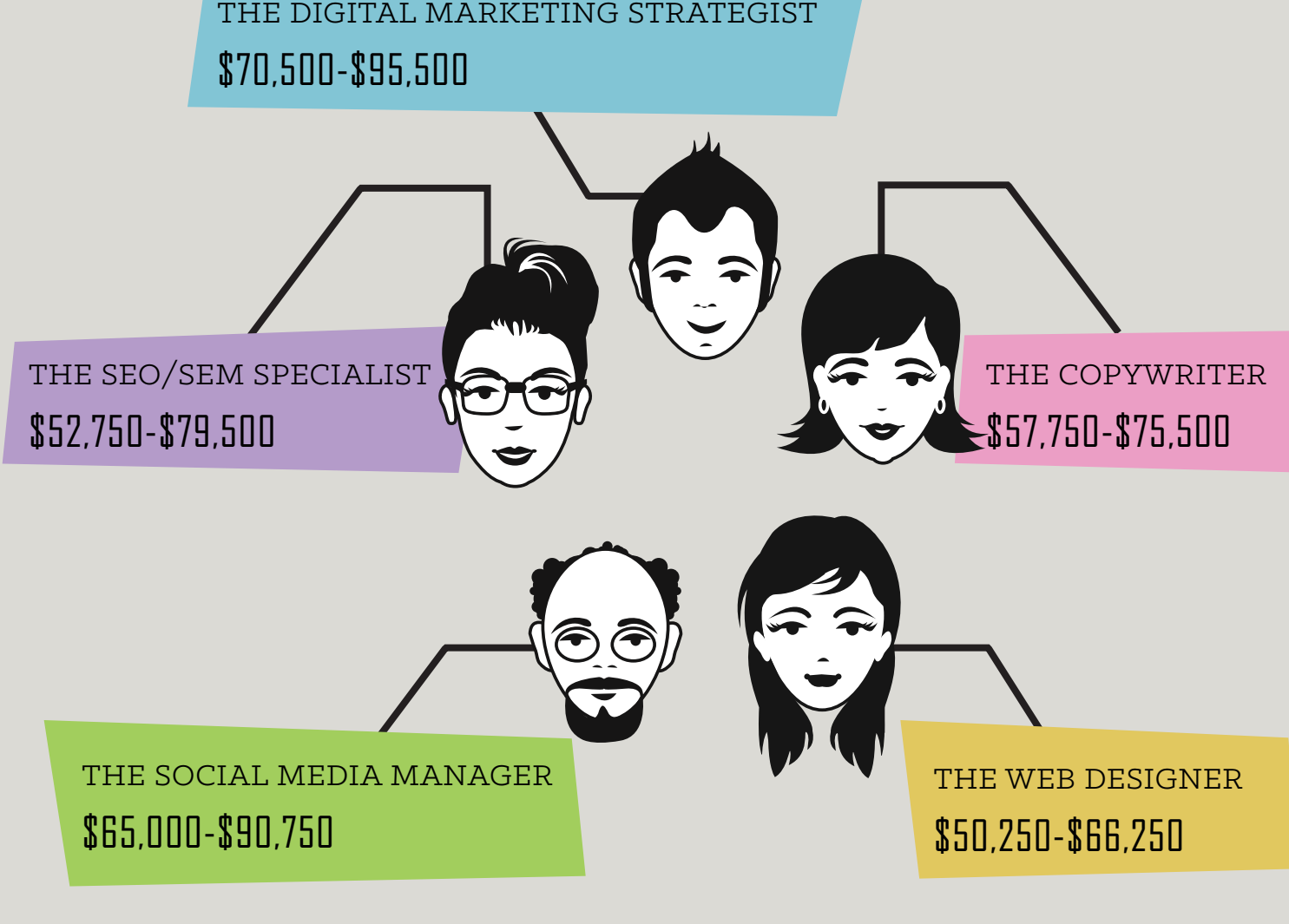


Building Your Internal Marketing Team

An effective marketing team requires a wide range of expertise. A typical group includes strategists, analysts, copywriters, and web designers. The cost associated with building an experienced team expands beyond just annual salaries. Think about the time and money it takes to find and hire these positions, train each member, and provide a benefits package.

THE COST FOR AN INTERNAL TEAM...

SALARIES RANGE FROM \$50,250 - \$95,500 PER YEAR



AND DON'T FORGET THE BENEFITS...



BENEFITS OF Outsourcing YOUR INBOUND MARKETING

Outsourcing your marketing allows you to focus on what your business does best, leaving the marketing strategy, content creation, web development, and other assets to the experts in this field. You're still getting a valuable marketing partner with the expertise of five seasoned, full time employees all rolled up into one, plus you will be...

- SAVING MONEY**
Cut costs through employer taxes, insurance, employee benefits, and more. More marketing specialists for less cost... what a deal!
- SAVING TIME**
Agencies are productive and efficient, with the ability to start projects quickly and keep projects on track.
- REDUCING RISKS**
Because you're working with an experienced team who are experts in creating marketing strategies and understand the latest techniques and tools, you've now leveled the playing field and have an advantage over competitors.

An inbound marketing agency will...

- STRATEGIZE**
Meet with your company, get to know you and your growth goals, and lay out a strategic marketing plan based on how your business wants to grow revenue.
- TRACK**
Determine which inbound marketing methods will work for your business, create a plan around those methods, and track results along the way.
- INTEGRATE**
Tie everything together by making your offline collateral speak the same language as your online branding, develop your website as the hub around which everything is built, and start generating leads for your salespeople.



PLUS WE WON'T DRINK THE OFFICE COFFEE.

For more information about how The Content Squad partners with businesses as their outsourced marketing department, contact us today (www.thecontentsquad.com)

SOURCES:
<http://www.images.adobe.com/www.adobe.com/content/dam/Adobe/en/solutions/digital-marketing/pdfs/adobe-digital-distress-survey.pdf>
<http://blog.hubspot.com/marketing/2013-inbound-marketing-stats-charts>
<http://www.roberthalf.com/creativegroup/marketing-salaries>
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