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MARKETING // ADVERTISING // PUBLIC RELATIONS

Small Business Marketing: Outsourced or In-House – Which is Right for You?

As busy as small business owners already are, many are still wary of delegating their marketing to an outside firm. They may worry outsourcing means creating a disconnect between themselves, their brand and their target audience. Others have been burned in the past and are hesitant to trust that outside help will truly understand their business and what it needs.

But there are plenty of positives and big benefits to bringing in a full-service marketing agency:

Expertise

You're an expert in your field. Full-service marketing teams are experts in theirs. They have the cutting-edge capabilities and innovative talent to create a comprehensive strategy for web design, advertising, sales, content writing, social media management, video production and more important aspects of your marketing.

Experience

One common belief is, if they're serious about marketing performance, companies have to hire highly specialized in-house experts within their own field. While that may seem wise as it lessens the learning curve, it's often a better idea to get a fresh, outside perspective — one experienced working across a variety of industries and with diverse clients to reach specific audiences. With an agency offering industry exclusivity, you can be sure none of your pesky competitors are getting any help from the same firm, too.

Cohesiveness

Hiring one company to create your website, one to manage advertising and yet another to handle public relations is messy and can lead to fractured branding. When you work with one dedicated, full-service team, you can be confident your messaging will match your company's vision and be uniform, clean and consistent.

Cost-Effective

Consider the cost comparison and return on investment for these two scenarios:

- 1) Hiring one in-house person who, even if they're talented and experienced in multiple fields, admittedly there will still be some in which they have a limited background or little understanding.
- 2) Hiring an entire team (for far less than the cost of one full-time salary) with a multitude of talents at the ready across every area of marketing.

While having a full-time employee handle your business's marketing has its benefits, investing in their training and resources means you'll need a much higher yield from their services for the greatest return on investment.

While a full-service agency offers a variety of solutions, you don't have to use them all! The right firm will assess your company's marketing goals and work with you to tailor a custom package of services that meet your needs and budget.

Unsure Whether Outsourced Marketing is Right for You? Ask Yourself the Following Questions:

1. Have recent developments (COVID-19, working from home, staffing reductions, economic downturn, etc.) shifted responsibilities in your organization, moving in-house marketing duties onto someone's already full plate?

YES NO

2. Has it been longer than six months since you reviewed your marketing strategy?
(If you don't have one at all, you need one!)

YES NO

3. Are you confused about the best ways to effectively communicate with your past, present and potential future customers?

YES NO

4. Do you struggle with regularly posting to your company's social media accounts
(at least once per week)?

YES NO

5. Do you dread checking and responding to online customer reviews?

YES NO

6. Are you overwhelmed by advertising options, tracking results and analyzing ROI?

YES NO

7. Are you frustrated about a lack of local buzz surrounding your newsworthy endeavors?

YES NO

If you answered YES to most of these questions — or even just one or two — it's probably in your business's best interest to inquire about outsourcing your marketing to a dedicated full-service firm!

Additional Questions to Consider:

1. When was the last time you updated your company's website?
2. What is your marketing budget?
3. Who is your business's target audience — not who you are reaching now, but who do you want to be reaching?
4. Do you have a 30-second "elevator pitch?" What is it?
5. Why might prospective customers choose your major competitors over you?

If you're unsure or don't have concrete answers to the above questions, that's OK! Just thinking about them and how they apply to your business is at least one step in the right direction!

If you need help finding answers, another positive step in the growth of your business could be outsourcing to a full-service marketing, advertising and public relations agency like Collective Alternative.

"Outsourcing" doesn't need a negative connotation, and it doesn't mean you're disconnected or skirting responsibility by unloading onto some faceless "out of sight, out of mind" firm. Find a firm that believes in partnership and is willing to act as your plug-in marketing department rather than simply executing marketing tasks at your request.

If you're tired of struggling to connect with your audience, build your brand, find new opportunities and see a real return on marketing investment, let's talk.

Contact us today to schedule your free strategy session
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