



AGENCY ADVANTAGE SERIES

Installment #1: More Experience, Lower Cost

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In our six part series that explains the many benefits of working with an agency rather than increasing overhead and staff in house to handle non-core, marketing related duties, we aim to educate businesses and brands, both large and small, as to the many advantages of having agency representation. Over the past decade, we have seen a fairly significant shift in businesses hiring more and more internal staff, verses outsourcing these tasks to an agency.

And, while we understand and appreciate why it may seem attractive to house all these folks internally, this series seeks to debunk a number of myths of internal placement, and give business owners and in house marketing executives a viable, and in our opinion better, alternative to additional internal hiring and the time and effort of that practice.

1. More Experience, Lower Cost

What if your business could hire someone for literally any marketing position you have available, and you would be accessing or working with someone that has 20 + years of experience? No matter which piece of the puzzle you feel you need, you would get executive level, senior level experience, expertise and know how. And, accessing that level of expertise would actually be tens of thousands of dollars LESS than the average entry level salary of a marketing person. To good to be true? No, that's how an agency partnership works.

Hiring a firm gives you access to a vast group of the right professionals that in many cases, have decades of experience each. And the right firm will afford you access to this level of experience, yet it's still significantly less cost than adding even entry level staff internally – which is about \$30K annually plus benefits. So, hiring an agency, you CAN afford to hire experienced, expert people to manage and execute marketing tasks.

In addition, there are no benefits to have to pay out. No sick days, no office supplies and a host of other benefits typically offered by businesses that make low salaries add up. And, if you're looking for senior level expertise and experience, \$30K/annually isn't going to cut it – now you can expect to pay on average \$70K for director level, and into six figures for executive level. You can have executive level for less than the price of entry level when you work with the right agency partner. And, when you don't need that level of expertise, the agency has entry, junior, and mid level practitioners each with expertise in varied areas of marketing.

No ONE person is going to possess all the key and core expertise you need (not to mention, there's only so much time in the week), and continuing to hire more and more folks as the marketing industry continues to get even more specialized is, very simply, not a good investment. With the right agency, clients pay for exactly what they need. Salaries and increasing overhead are a killer for business, which is why in most cases, when cuts are made those cuts are made to marketing staff and budgets. And, as if this weren't enough, the average internal marketing person is actually working on productive core marketing activities slightly less than 50 percent of the time, so even that entry level practitioner that is costing \$30K is actually only working the equivalent of \$15K.

At the very least, you owe it to your business to consider outsourcing marketing and marketing communications activities – not just for big ideas or big projects, but rather for the day to day marketing of your business. In most cases, the cost savings are significant, and the ability to afford exception talent is within your grasp