



Save **43%** When Hiring a Marketing Agency

Should you hire an employee to do #marketing tasks or should you hire a marketing agency? We'll show you how much a marketing agency can save to your bottom line.

Hiring a marketing agency instead of full-time employees can result in significant cost savings for a company.

According to Glassdoor, the average cost of hiring a full digital marketing team in the United States is around **\$598,572** per year, not including benefits and taxes. On the other hand, hiring a marketing agency can range from **\$10,000** to **\$40,000** per month, depending on the scope of work and services provided.

Here are some statistics and bullets to illustrate the potential cost savings.

- According to a study by HubSpot, companies that **outsource their marketing efforts to an agency save an average of 43% compared to hiring an in-house team.**
- In addition to salary and benefits, hiring full-time employees also incurs costs such as recruiting, training, and equipment expenses.
- Marketing agencies have a team of experts with diverse skill sets, allowing them to handle multiple marketing channels and strategies more efficiently than an in-house team with limited resources.

The average annual salaries of the specialists you'll need for a complete digital marketing team, based on Glassdoor:

				
Senior Marketing Manager	Senior Content Strategist	Project Manager	Senior Front End Web Developer	Copywriter
\$93,303	\$82,976	\$76,272	\$80,869	\$61,977
				
Mid-level Visual Designer	SEO Specialist	Social Media Specialist	PPC/Paid Ad Specialist	
\$64,180	\$51,178	\$45,817	\$42,000	

Total team salary: \$598,572

Total team salary plus benefits & multi-grain flax seed crackers: \$682,385

- **Marketing agencies have access to expensive marketing tools and software, which can be costly for a company to purchase and maintain in-house.**
- **Marketing agencies can be more flexible and adaptable to a company's changing needs, as they can quickly scale up or down their services as required. In contrast, hiring and training new full-time employees can be time-consuming and costly.**

Overall, hiring a marketing agency can provide significant cost savings for a company compared to hiring full-time employees while also providing access to a team of experts and resources. In addition to the cost savings, outsourcing marketing efforts to an external agency can provide a more flexible and adaptable solution. Agencies can quickly scale up or down their services based on a business's needs, without the time and cost associated with hiring and training new staff members.

While there are pros and cons to both internal and external marketing support, outsourcing to an agency can provide significant cost savings, as well as access to a team of experts and resources. By carefully considering the options and assessing their business's needs, companies can make an informed decision that benefits both their bottom line and their marketing efforts.

Let's take your brand to new heights, and accomplish your goals together.

The Uncommon Difference

Your brand doesn't "just fit the mold", so why should your marketing strategies? As a full-service, award-winning boutique agency, we're here to bring a breath of fresh air to your brand with cutting-edge designs, growth marketing, and next-gen communication tactics that will help take it to the next level. Authentic connections are key — we understand the value of relationships between you, your clients, customers, community, and donors — and that's why our "uncommon" formula emphasizes personalized strategies and one-on-one attention. Ready to elevate your brand? Let's get started!

