

MARKETING INSIGHTS

## The Smartest Business Decision You'll Ever Make

### The Argument for Outsourcing Your Marketing

ROI - such a simple concept. Yet many business professionals and company executives struggle to determine the best way to measure ROI when applied to the company's marketing strategy. Arguably, the intangibility of marketing makes it difficult for most people to gauge M-ROI (marketing return on investment) based on traditional business models. Though it could be said that the strategy behind the marketing has a position on all levels of business model infrastructure.

Consider this, with little hesitation business professionals outsource the company's legal needs to skilled attorneys, or the financial concerns of the company to a certified public accountant. Outsourcing in this way makes perfect sense. Certainly, marketing is an outsourceable, business impacting area that often requires the knowledge of an experienced professional. Outsourcing the company's marketing needs to a strategic marketing firm has many advantages.

The most obvious advantage is in the overall cost savings to the company. Most marketing consulting firms offer mid-sized companies a flat fee, annual engagement invoiced on a monthly basis. While engagement fees vary depending on the firm chosen and scope of marketing objectives, let's use a base example of \$15K per month for the high end and \$3K per month for the low end as the fee range.

Using the high end of the engagement fee range, the annual cost of outsourcing compared to hiring, training and managing a full marketing department represents an **immediate savings of no less than 55% to as much as 75%**. At the low end of the range, **outsourcing savings jumps up to 91% - 95%** over the cost of having a fully staffed marketing department. Clearly, this is a compelling argument for outsourcing your marketing!

#### In House, Fully Staffed Marketing Department: [Estimated Cost Per Year: \$395K-\$698K]

- ❖ **Director of Marketing:** Directs and oversees an organization's marketing policies, objectives, and initiatives. Observes changes to the marketplace and industry and adjusts strategic approach and marketing plan accordingly. [Salary range: \$92K-\$204K]
- ❖ **Brand Manager:** Manages, develops, and implements product and/or services marketing activities to maximize sales of an assigned product line. [Salary range: \$62K-\$107K]
- ❖ **Website Developer:** Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos and ad banners, seasonal content specials and custom chat launcher design for partners. [Salary range: \$46K-\$83K]
- ❖ **Researcher/Analyst:** Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends. [Salary range: \$41K-\$56K]

**Who We Are:** Since 2002 MKTG Consulting has been helping companies drive results through their marketing efforts. Our consortium of marketing and business professionals offer clients in-depth expertise and best practices from a number of industries and disciplines. Contact us today to learn about our cost-effective services.