



7 REASONS WHY YOU SHOULD OUTSOURCE YOUR MARKETING TO AN AGENCY

Online marketing is easy. Everybody's doing it.

Why should you pay for something you can do yourself, right? If you're just starting out, you may think that spending money to hire an agency doesn't make sense.

You're wrong.

In fact, failing to hire an agency is one of the biggest mistakes that entrepreneurs make. It's not necessary in every situation. But here's the thing:

"If you're not a professional marketer, it's a virtual certainty that you're missing opportunities – and sales – because of the marketing choices you're making."

So, with that in mind, let's talk about how you can tell if it's time to outsource your marketing to an agency.

#1: YOU DON'T HAVE A HANDLE ON YOUR ONLINE PRESENCE

The first big indicator that you need a professional marketer is that you don't really know how people perceive your brand online.

Let's face it, "online" is a big place. You might think of your website as your home base, but you also need to know how your brand is represented overall online.

A professional marketer will have tools and expertise to assess your online presence. They can take your brand's online temperature and then take corrective action to improve the way you're perceived.



#2: YOU'RE NOT SURE HOW TO ALLOCATE YOUR MARKETING BUDGET



If you're handling your own marketing, you might feel as if you're shooting in the dark. One week you're spending on Facebook ads. The next, you're running a Google AdWords campaign. You're trying everything and hoping that something will bear fruit.

A marketing pro will have broad experience and should be able to assess your brand and target audience – and use that assessment to choose the best marketing options. You don't need a big budget to be successful, but you do need to know how to use it.

#3: YOUR MARKETING CAMPAIGNS AREN'T GENERATING LEADS

This one should be a no-brainer, yet it's a common problem for DIY marketers. If your marketing campaigns aren't bringing you qualified leads, you're throwing money away.

Guess what? Your marketing campaign could be well-conceived. Perhaps you've created what could be a winning ad but there's a lot more to lead generation than ad creation. You need to know when, where, and how to display your ad – and who to show it to – if you want to generate leads. A professional marketer will know.



#4: YOU'RE NOT AWARE OF MARKETING TRENDS



It can be difficult for entrepreneurs to keep up with what's happening in marketing. You've got other things to do.

When you outsource your marketing, you're paying someone whose job it is to know what the latest and greatest marketing trends are. You won't have to worry about spending on outdated marketing techniques.

In other words, paying a pro will ensure that your marketing dollar goes further than it would if you tried to handle everything on your own.

#5: YOU'RE NOT TESTING YOUR CAMPAIGNS

Very few people – even marketing professionals – create perfect campaigns on their first try. Marketing is both an art and a science, and in science, testing is essential.

Many DIY marketers never look at the results of their marketing campaigns. They don't know which metrics matter – and that means they're not using their results to tweak their campaigns and improve them.

Marketing pros understand the value of split testing. Once they launch a campaign, they'll measure the results and tweak the ad until it's as good as possible. You might not have the time to do that – and that's why you need a pro to do it for you.

Done properly, this kind of meticulous tracking and testing can make a huge difference in your conversions and ultimately, in your bottom line.



#6: YOU'RE NOT MAKING MARKETING A PRIORITY



Is marketing something you think about every day, or is it an afterthought? For many business owners, they just make time for it when they can.

The problem with that is marketing should be a priority. It's the only way you'll create a strong brand, attract new leads, and convert them into paying customers.

If you don't have time to give marketing the attention it deserves, you need to hire someone to do it for you. It's just that simple.

#7: QUALITY & EFFECTIVENESS VS. IN-HOUSE CONTROL

An area that business owners often struggle with when deciding whether to outsource or hire in-house is the topic of control. It is true that if you have an in-house marketing coordinator or manager that you can pop by and ask them to do something any time you wish, heck you can even split their tasks with other roles in the business (very common).

However, what's missed is that when you hire you will often encounter the following:

- 1) Less expertise** - Junior or mid level marketers simply don't bring the depth of experience of an outsourced team of experts.
- 2) You need to hire, manage, and fire them.** It adds to your overall management load.
- 3) The Strategy Gap.** They will look to you for marketing leadership and if they are fairly junior, they will look to you for strategy. If marketing strategy isn't your area of expertise than you may have marketing activity happening, but it won't be strategic and could potentially do more harm than good.



OUTSOURCING YOUR MARKETING WILL COST YOU...

... but it won't cost you as much as running lackluster campaigns that do nothing to build your brand and attract leads. It's worth a bit of up-front investment to get the results you need.

OUTSOURCING OFTEN COSTS LESS THAN HIRING IN-HOUSE

Hiring is often the first thing business owners consider when thinking about getting their marketing accomplished, however when you compare the deliverables and results that outsourcing can achieve versus the full compensation package for an employee, most are surprised that the scales tip heavily towards outsourcing.

