



3Q WHITEPAPER SERIES

The Hidden Cost Savings of Working with an Agency

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Introduction

As marketing budgets expand, brands face a dilemma: should they hire an in-house team that is fully embedded in their business, or partner with an agency who specializes in their key marketing channels? For medium-sized businesses, the numbers are tricky: can a small in-house team handle a modest budget spread over the complex marketing landscape, and is it worth the cost of the team itself? The question may seem more clear for budget managers at larger organizations, who might look at their agency bill of \$50,000 a month or more and consider hiring their own in-house teams for less. But taking that approach undersells the opportunity – and challenges – inherent in today's complex digital industry, and it often misses some important financial considerations when weighing the agency vs. in-house decision.

In this whitepaper, we'll walk through today's digital marketing landscape to help you understand its potential for transformative business growth – or for under-performing spend. Then we'll cover the financial considerations we find businesses often overlook in calculating their most efficient means of managing their digital marketing.

