



Hire an in-house Content Writer

or



Partner with a Content Agency

How to choose the best option for you to generate the most traffic and convert the most leads.

Considering hiring an in-house marketing writer or hiring an external content partner is no easy task. There are advantages and disadvantages to each option. What matters most is making a decision that best suits your company's marketing and sales goals. In this eBook, we will help you make an informed decision to make the most of your Inbound Marketing efforts. Let's get started!



Edmund Zaloga

Edmund Zaloga
Founder of Responsify

Option 1:

Hiring a Content Writer or Marketer in-house



When and Why to Hire and Try Inbound In-House

Hiring in-house writers and marketers often depends on company size. If your company has over 100 employees (in-office and not out in the field) or has a sales team of over 50 dedicated members, you may be suited to hire all the people needed to conduct Inbound Marketing in-house (Certified Inbound Content Strategist, Certified Inbound Content Writers, Search Engine Specialists, Graphic Designer, Developer, and More).

The following are key indicators you may benefit from hiring internally:

1. You have a corporate work culture that must be evident throughout everything you do and everyone you work with.
2. Your company is a large corporation that doesn't like to work with outside partners.
3. Your company's activities involve highly confidential information or trade secrets that could damage your business if made public.
4. It's important to try everything on your own internally.
5. Your marketing department has already been successfully implementing inbound marketing with the team in place, and only needs to expand it.

What will come from this decision?

Advantages of hiring an in-house marketer include:

- An employee can have more buy-in to your company.
- Knowledge and skills developed by working on your projects is available for later use.
- An employee has greater familiarity with your organization, simply because they are on-site all the time. This can be helpful when you need to quickly get a project out.
- Hiring someone may offer you greater cost control. If a project goes overtime and someone is back after hours, the costs remain the same.

Sound like your situation? If these points align with your company and business goals, in-house is likely the way to go. But, just to be sure, let's analyze the alternative. On the next pages we will explore the alternative.

Option 2:

Partnering with an Inbound Marketing Agency



When and Why to Work with an Inbound Agency Partner

In contrast to hiring someone in-house, let's look at some key reasons why it may be in your best interest to work with an Inbound Agency.

Outsourcing an Inbound Agency will make sense for you if:

1. You're not sure that the work will continue after this project or that there is enough work to justify an ongoing position.
2. You're a smaller business establishing yourself in the market.
3. This function is not a core competency of your business model.

Still on the fence? Here are some key benefits of outsourcing agency specialists:

Better Efficiency

Since agencies perform the same tasks over and over, they become highly specialized in each component of the marketing strategy, which also makes their tactics more efficient. Efficiency in strategy eventually provides a competitive advantage in the marketplace for an agency client. Tactical efficiency – those choices put into action – means creating the right content for the right person at the right time.

More Experience

Agencies work with a range of clients, developing a good sense of what works and what doesn't. This experience would be hard to obtain with a single in-house marketer. With an agency, you have an entire team behind you. Agencies keep up with trends, ideas, and successes in the digital marketing industry. They play with the latest marketing tools and apps, attend conferences, and generally know all things digital.

When and Why to Work with an Inbound Agency Partner

marketing. When you hire a marketing agency, you should assume that you are getting both senior-level marketing professionals and a wide range of skill sets. When choosing agencies, some companies worry about a lack of industry-specific knowledge. However, your employees should have more than enough product/service knowledge to guide content if needed, and the marketing agency can provide an outside viewpoint on how to communicate with your market.

Filling Your Talent Gap

One marketer or writer will not have the specialized skill set that a dedicated Inbound Agency will have. Again, it comes down to power in numbers – having a team behind you versus only one or two people. Small and mid-sized companies that work with a marketing agency to provide support typically get the best bang for their buck. They get high-caliber skill sets for a fraction of what an in-house person, with those skill sets, would cost. If you hire a marketing agency, you can eliminate your cost of employing marketing personnel, which includes salary and benefits. You won't need to manage the operational duties of marketing production, nor worry about training for and usage of software support.

Avoid Hiring the Wrong Person

Making the wrong hire can cost you a lot of time and money. Think about recruiting costs, salary, benefits, missed business opportunities, impact on employee morale, and severance. Also, with an in-house marketer there's the very real possibility that they'll try to work their way up the corporate ladder as quickly as possible, inevitably leaving you in a pickle when you, then, have to try to fill that position again. With an agency, you'll never have to worry about that. They'll do your marketing, on a consistent and scheduled basis. You can trust that an Inbound Marketing agency will likely sufficiently help you achieve your marketing goals.

Additional Benefits

- ✓ Getting on-boarded with an Inbound Agency is generally simpler than onboarding a new employee.
- ✓ Finding the right company to outsource is often easier than finding a new employee. Instead of managing the training and payment of an employee, an external company is a simple contract agreement.
- ✓ There's guaranteed continuation and no down time. Unless you're working with a small agency, outsourcing your work guarantees that there are no unscheduled stops like vacation breaks, sickness or scrambling for a replacement on long service leave.
- ✓ The expertise is concentrated. Specialized companies are usually able to recruit experts with deeper experience. Because they work on a range of projects, they have wider knowledge of the subject, which will improve the quality of your project.
- ✓ There's no need to invest in equipment. If the role requires specialized equipment like design tools or software, you will be responsible for sourcing these for an employee. When you outsource, the contractor carries this expense.

So, what's the better way to go: creating marketing content on your own or partnering with an Inbound Agency?

It generally comes down to which situation makes the most sense financially, timing, how fast you want results, and your business goals.

We hope this comparison will help you better understand both options and make the most informed decision that will best benefit your company.

Interested in exploring partnering with an
Inbound Marketing Agency instead of hiring?

Let's discuss the potential of working together

[Book a time to speak with us](#)