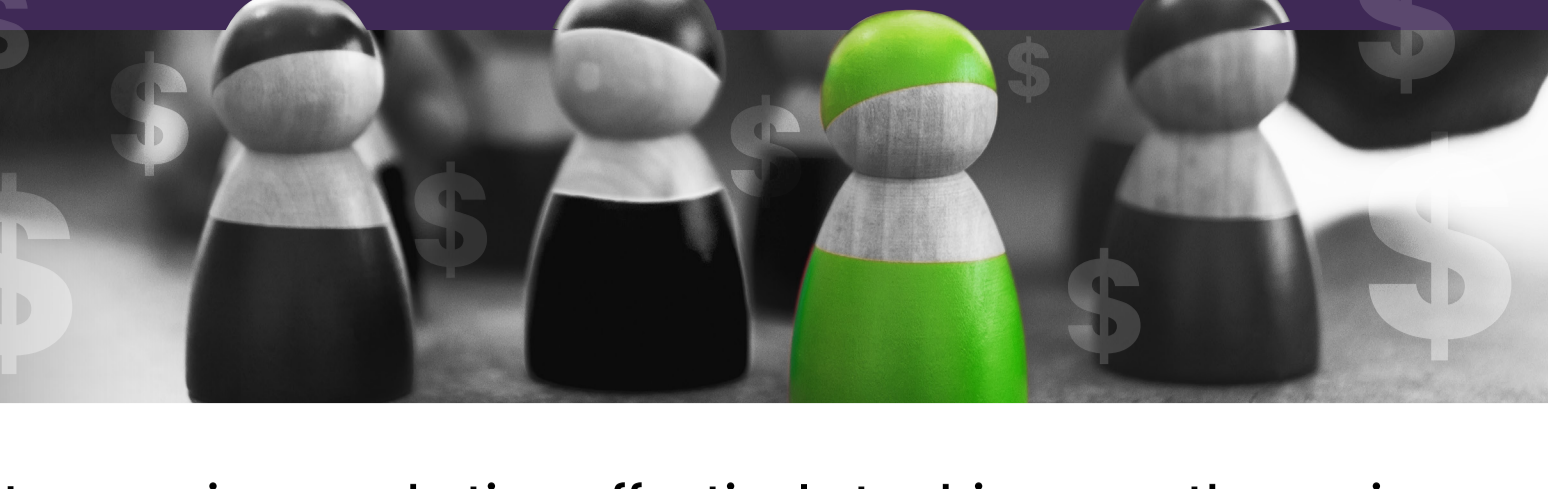


The (Literal) MILLION DOLLAR Question



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How do you build a high performance marketing team without breaking the bank?



Leveraging marketing effectively to drive growth requires a diverse set of marketing skills and disciplines. Thinking of ramping up your marketing investment? It will cost you. Making the decision of in-house vs. outsourced marketing resources can be tough. Blending the two models often makes the most sense.

ARE YOU LAGGING?

48.7% OF MARKETERS

say the reason they need to outsource is lack of in-house skill.¹

Benefit of an outsourced marketing agency: QUICK RAMP AND SCALE.

Hiring In-House? Tally It Up.

A well-rounded marketing team should be highly skilled in:

- Marketing strategy
- Messaging and positioning
- Digital marketing
- Demand generation
- Channel marketing
- Sales enablement
- Content development
- Public relations
- ...and more

THE PRICE TAG FOR ALL THIS?

\$755,000–\$1,025,000²
(or more!)

HIRING YOUR FIRST CMO?

\$280,000–\$500,000³

Get More for Less

Outsource to get the skills you need for a fraction of the cost.

Agencies that offer fractional or outsourced marketing services provide companies with expertise in every area of marketing, and have the ability to quickly scale up (and down) to meet your needs with very little notice.

Internal teams

(depending on company size) are often lacking key expertise required to succeed.



Strategy:

Including messaging, positioning, market analysis, budgeting & integrated campaigns.

Execution:

Martech, SEO, PPC, ABM, Advanced social.

Fractional teams

simply cost less than a full-time staff.

\$100k–\$300k gets you a robust, experienced team that can handle everything from strategy to messaging, content, digital and more.

Better yet, they fill your in-house gap with the right expertise.

#1 MOTIVATION

for companies hiring marketing firms (even ahead of cost savings) is an internal lack of relevant marketing expertise.¹



For more information about getting your marketing budget right, read our eBook [CEO Guide to B2B Marketing Budgeting & Planning](#).

Invest in your sanity and hit the ground running

Outsource to ONE firm.

Many companies understand the outsourcing benefits, but end up with chaos from juggling too many marketing vendors.

The result:



Disjointed strategies and missed opportunities from lack of alignment.



A management headache.

Alternatives:

Outsource

until your marketing needs are clear and tactics are proven.

(e.g. what roles to fill and when; what type of marketing does your firm need most to succeed)

Augment

existing marketing staff with select experts that can be strategic or tactical. Fully outsource the marketing function (yes, it's done every day).

BOTTOM LINE

There's no one-size-fits-all approach. If it makes sense to hire in-house, then by all means—hire.

But it makes sense to consider a few alternatives before you send the offer letter.

At Magnetude Consulting, we're not just different—we're built to grow alongside you.

We've partnered with hundreds of B2B companies, tailoring our approach to provide exactly what they needed at the right time. Whether it's stepping in as your fractional marketing team or delivering a targeted strategy to fuel growth, we're here to support you every step of the way.

One Size Doesn't Fit All

We Design a Team for Your Business



Fully Outsourced Marketing



Adjunct Outsourced Marketing



Targeted Support

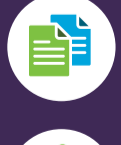
All Expertise You Need at a Cost You Can Afford.



Strategy & Planning



Events & Tradeshows



Content Development



Sales Enablement



Demand Generation



Public Relations



Digital Marketing



Channel & Partnerships

Let's Build Your Team Together. Reach Out to Start the Conversation

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¹<https://www.marketingweek.com/skills-shrinking-teams-outsourcing/>

²<https://www.fortismedia.com/en/articles/in-house-marketing-vs-agency/>

³<https://www.salary.com/research/salary/benchmark/chief-marketing-officer-salary>



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