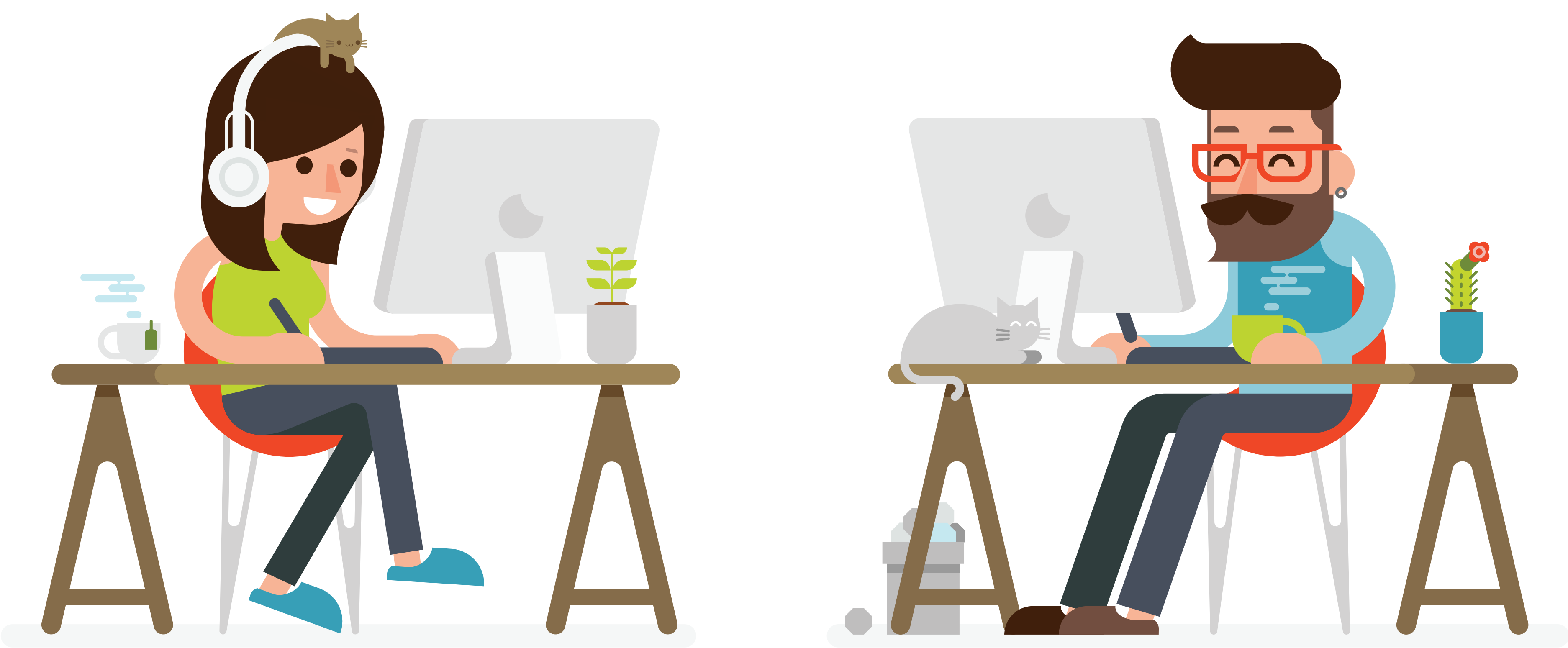


IN HOUSE vs OUTSOURCE

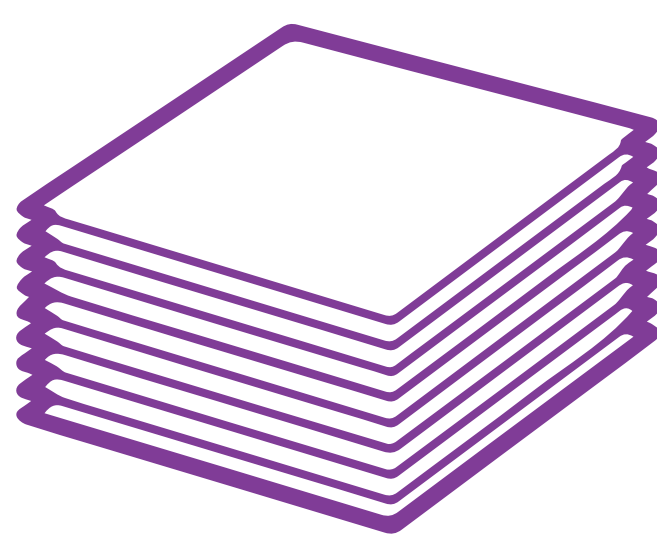
BRINGING A DESIGNER ONTO YOUR TEAM



QUESTIONS TO ASK YOURSELF



WHAT ARE
YOUR NEEDS?



HOW MUCH WORK
DO YOU HAVE?



WHAT IS
YOUR BUDGET?



WHAT CAPABILITIES
DO YOU NEED?



HOW INVOLVED
DO YOU WANT TO BE?

IN HOUSE DESIGN TEAM

60%

OF SMALL BUSINESS
RELIES ON IN-HOUSE
MARKETING

5-7

PEOPLE (ON AVERAGE)
ROUND OUT A
MARKETING TEAM

PROS

- 1 INSTANT ACCESS**
Not only would you have instant access and responses, your designer also has access to your staff for whatever information they need.
- 2 MORE DAY TO DAY**
If you find yourself with a lot of projects each day then having someone on staff can drastically help your turnaround time.
- 3 READ IN IMMEDIATELY**
Strategies shift in business all the time, having a designer on staff means that you can change trajectory with a moment's notice.
- 4 DEDICATED RESOURCE**
By having a designer on staff, you are their only client, meaning they will know your brand better and will know your businesses inside and out.

CONS

- 1 LIMITED RESOURCES**
Your team can be limited by a number of factors: budget, subject knowledge, hireable potential employees or even time.
- 2 KNOWLEDGE GAP**
It takes a lot of people to make up an entire knowledge of marketing and media. This may leave gaps in your company's capabilities.
- 3 EXPENSIVE**
Staffing up an entire marketing team is an expensive objective. To cover your bases you could be looking at upwards of \$300,000 a year.
- 4 SAME PERSPECTIVE**
One of the best things you can do for your business is have outside people look at it. It is this change in perspective that can help you identify your strengths and weaknesses.

OUTSOURCED DESIGN AGENCY

REASONS WHY BUSINESSES OUTSOURCED MARKETING & DESIGN

59%

to reduce control costs

57%

to focus on core functions

47%

to solve capacity issues

31%

to improve service

28%

to gain access to experts

17%

to manage business environ.

17%

organizational transformation

PROS

- 1 LOWER COST**
Your overhead goes down significantly if you choose to outsource your marketing and design, plus you're hiring an entire team for a single price.
- 2 WORKLOAD FLEXIBILITY**
Having a design agency means that you can throw them work as you get it and no one's sitting idle during the slow times.
- 3 TALENT DIVERSITY**
An entire marketing team at your fingertips: from strategy to graphic design to video production to website design and maintenance, all included.
- 4 LESS TIME EXPENDED**
Being able to hand the reins to someone else means being able to focus on other pressing matters. Hiring an agency can free up your internal resources.

CONS*

- 1 RESPONSE TIME**
Sometimes it can be hard to get your design agency to get back to you due to high volume of clients or just poor customer service.
- 2 TRUST ISSUES**
It's hard letting go of your marketing, if you don't trust your agency, the relationship will prove more stressful than beneficial.
- 3 MISCOMMUNICATED BRAND**
Sometimes agencies can totally miss the mark on who your company is or who you're targeting. Hire a company that asks questions.
- 4 GHOSTING**
Sadly it's a thing in the dating world AND the business world. Some super shady agencies will fall off the face of the earth, taking your passwords and files with them.

