Agency vs. In-House

Should you hire a digital marketing agency to handle your digital strategy? Or, hire an in-house team member to tackle all your digital needs?

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The Cost of SEO:

Weighing the options of hiring an in-house digital marketing strategist or hiring an agency to handle your digital marketing needs?

What you need...

Content - To make Google love you
Technically Optimized Website - Managed regularly
Keywrd Strategy - Dynamic, evolving with your business

Your options...

#1. Hire an in-house digital manager	#2. Hire a digital marketing agency
Requirements: 5+ years experience Outstanding SEO competence Self-directed Full of new ideas	**Requirements:** Handles SEO strategy Handles keyword strategy Handles content creation Handles technical optimization
Estimated Cost: $68,000	**Estimated Cost: $84,000**

But there's a big caveat, the annual salary of an in-house digital manager doesn't account for the realities and overhead of training, onboarding, and maintaining an additional member of your team.

Additional expenses of in-house team member...

$ 23,800	Benefits: Health insurance, ,401k, PTO, additional training (35% of base)
$ 17,000	Overhead: Office space, furniture, snacks (25% of base)
$ 12,240	Administrative: Accounting, legal fees, liability insurance corporate taxes (18% of base)
$ 17,000	Onboarding & Training: On average, cost equals 3x monthly salary
= $ 138,040	Annual salary + Additional expenses

Beyond the tangible financial expenses, finding and recruiting the right in-house team member with the right experience and personality comes with intangible expenses. Digital Marketing Managers with 5+ years of experience are typically Millennials.

Millennials are notorious for high levels of turnover. One study found that 91% of Millennials expect to stay at their current job for less than 3 years.

Monthly differentials between agency & in-house...

In-house	Agency
168 hours, monthly 8 hours, per day 21 days, per month	40 hours, monthly $175, per hour $7,000, per month

The average worker is productive 63% of the time, but we'll give your potential hire the benefit of the doubt, and assume they're productive 75% of the time.

Given that, you're looking at paying your in-house team member $99 per hour (of productive work) compared to paying an agency $175 per hour.

On the surface, an agency seems nearly 2x as expensive. But is it really? Can one in-house person do the work of an entire agency team?

Roles held by a digital agency...

1. SEO analysis
2. Creative director
3. Project management
4. Outreach management
5. Graphic design
6. Programming and page coding
7. Data analysis
8. Content writing
9. Research and copy editing

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Overview:

Here are the facts again:

A single, top-level SEO hire will cost your business $99 per-hour and work 3x as many hours throughout the year. At best, that one individual will have one-third of the skills of an agency team, working 40 hours a month on your digital strategy.

If you hired a team of SEO experts to run your business's digital strategy, multiply your total expenses to nearly half a million dollars.

Not for you?

A digital marketing agency, in terms of skill, experience, and results-per-dollar, will blow both of those options away.

Annual price difference:

$138,040 vs. $84,000

In-house   Agency

Why partner with a digital agency?

There are a number of reasons to pick a digital agency partner, but one of the biggest reasons is the wide array of expertise an agency team offers.

We hire the best SEO talent before in-house teams have the chance to.

Our team members want a divesity of clients, and they're used to searching for unique challenges around every corner.

Our agency team works collaboratively, leaning on each other's expertise to bring energetic leadership to each client's digital strategy. They have the experience and direction to create clear formulas for success.

Don't get hung up on cost... at first.

It's a tricky path to understand the results-per-dollar from both an in-house SEO hire and an agency. But it's simple:

Agencies will cost more per hour.
In-house hires will do more work per year.

Agencies will offer a greater breadth of expertise to direct your digital strategy in fewer hours, each month.

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