

Naked Truth about Digital Agency and You...

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**An eye opening
comparison to
decide between
digital agency and
in-house team.**

Naked truth about digital marketing agency and you.

Let's make it very simple for you: in-house digital marketing department consists of skilled employees on the payroll of the company that work exclusively of the company. To drive the in-house digital marketing department need to have crucial positions with KRAs that drive the marketing show. So to point out, Digital Marketing Head, Content Writer, SEO specialist, PPC Campaign manager (Google & Facebook Certified), Social Media Manager, Analytics & Marketing Automation Specialist (for ex. Hubspot certified), GUI Artist and Web Developer to name just a few. A team will overlay its entire skills to the unified objective to generate business in-line to your vision and play a complex role in generating excellent presence over the internet.

Now coming to an agency, any digital agency hand picks excellent skills of SEO, SEM/PPC expert (certified professional), Content writers, Social Media Geeks and analytical experts that drive marketing automation through emails & content. There is also a combination of Graphic designers and Web programmers are resourceful for offline and digital content.

At both the scenarios, these blends are completely possible and can have either both or individually managed of the resources are sufficient to execute.

Let's have a naked truth and fair comparison to both the sides of the coin.

■ Skill Set

Skills is a subjective term and have great value in terms of money.

It takes collaboration across a community to develop better skills for better lives.

In-House Team

In-house digital professionals are on remuneration to think, live and experience your brand, and to have a complete knowledge of your given industry. They are hired because of expertise and chosen by that company to be a right fit within the organisation, rather than an outsourced one.

There are minor changes for the company to find an individual or a professional, who knows all the aspects of digital marketing. And if they find, it is too much work for that one single professional to handle its company's entire digital activity and deliver results. There are chances, the profession makes execute only limited activity that delivers output. But irrespective any business whether big or small, what works today may not work tomorrow and so it is important to have a consistent drive of digital activity to entire clusters of digital marketing.





Above: Skill factor at the digital agency which is a collaborative effort.

Agency

As an agency, they are skilled in the expectation of a powerful digital marketing team. but when it comes to the agency, you need constant communication with the agency to get things rolling. Your agency is handling multiple brands and they have pressure from all sides. One single miscommunication can mess up an entire strategy to grow your business. These are the constant complaints that you will find even you have the best agency onboard.

It is also required to narrow down agencies that are specialised in your industry and know the entire flowchart of best-resulting strategy for your industry.

There is a lot of old, new and varied boutique of agencies in the world. So even if they are reputed or known brands, they may not be to your expectations because their skills may not be suitable for your industry.

Which is better?

To sum up, on the skillset criteria, It depends from company to company. If you are big enough to hire an entire multitude of professionals with mentioned sectorial skills and you have enough work for all of them - then an in-house digital marketing team would be the best choice. If you have a capacity to hire one professional to manage all aspects, then you may grow slow and very specific to what you want. Don't expect too many things, because you are small. If you are looking to develop a complete, top-to-bottom digital marketing strategy, an agency may make more sense.

Creativity

An imagination to drive great ideas that deliver unique results.

In-House Team

Digital Marketers have a natural instinct for creativity and they are absorbed by diversity. It is easy for a creative person to get bored. At times, if the company is micro-managing marketing, then you have higher chances of stagnating creativity of your in-house team. They are also working on the focused project. Such circumstances make their productivity poor and under-valued.

In-house marketers, however, will have a thorough track of your competition, giving them free-hand to do what they want to execute will drive good results.

Agency

The agency has several different types of client accounts onboard, for which they work daily and periodically. Boredom is seldom seen in them and their minds are fresh and always active since multiple accounts give them multiple challenges. Agency also makes sure, to drive consistent creativity from their team, by giving better open work environment and unboxed work culture.

There are chances if your agency has similar industry-specific clients, which will result in a clashing of ideas, lead-sharing and anything that damage integrity.

Which is better?

We can assume there is nothing good or bad here. But most important are the work environment that you provide and how to freehand you give it to your team. So sometimes, even if you have an in-house team, large corporates hire a digital agency or creative agency or both to deliver creativity and strategy that's suitable to magnify the business.



Creativity is a habit, and the best creativity is the result of good work habits.

Enroute digital is pretty adaptable and can adjust to any environment.

Adaptability

A capacity to adapt and move with the situations.

In-House Team

Your in-house team is just next to you. They are approachable, easy to work with, and can make quick back and forth to your any circumstances.

You can have unplanned agenda as your priority at any moment, depending on your business situations. They can execute it in a timed manner and very efficiently and aggressively. You can change your marketing strategy according to the market vibes and push it with higher magnitude very quickly.

Internal teams are always exploited by giving them multiple priority lists and with unreasonable timelines to deliver the same. With such scenarios, they still manage to handle a task from start to finish.

Agency

The digital agency is slower in such situations than an in-house team. There are various factors, you need to consider like season, workload, client base, and since its an agency they have a beneficial '3rd party' perspective.

They work on 'work log assigned', you have to wait as they have other clients on their priority lists too.

It also depends on your employee, how good he is, in managing his agency and getting things done from them even in urgency. There is no other alternative to communicate with the agency in a cordial way and execute it quickly and fluidly as you can.

Which is better?

If there is deliberate sudden decision-making in your company, speed and time are the factors that are mostly defined in the project. If the systematic process is missing in your company, and communication changes are on the hit-list then consider going with the in-house team. That will have an upper-hand in your execution.

Cost

A primary factor for decision-making and generating ROI

In-House Team

A digital marketing manager has an average salary ranging from Rs. 50K - 150K. So take this consideration, when you hire one or multiple people in a team to build a complete digital marketing department.

The cost of execution depends on the marketing budget that is reverse engineered to achieve sales revenue. Think wise, if you are looking for one single professional or planning to build a team to execute the entire strategy for complete digital execution.

It will be thoughtful and cheaper to hire single arm for this position. But expect a longer time for execution and have the patience to justify the cost. Because short-term gains will be never in your agenda. On the other hand, if you hire single, on-hand employee along with Digital agency onboard, that could streamline your process on deliverables and strategy that you have set to implement to achieve your business goals. That will less expensive than hire an entire department but little more added to your budget.

Apart from salaries, you have budgeted expenses for office spaces, computers, software & internet needed.



The price of inaction is far greater than the cost of making a mistake.

Agency

There is a fixed agency fee and negotiated price in place when it comes to an agency.

An agency has already invested its funds in marketing automation software, skilled professionals, computers and other overheads, which cuts any extra costs on your end. You only pay for the services and marketing budget that you have calculated on the basis of sales revenue.

Which is better?

Each scenario and situations have pros and cons. The cost you want to add in your company is the vision towards your goals that you need to achieve. Hiring an agency, however, seems to be more expensive, but its a cheaper option to choose until you grow to the level where your cost can be justified against the revenue generated. This can actually be the cost-effective option, in the long run, also you could manage to keep even both, as larger groups practice within their company.

Summary

Use scratchpad therapy to make notes of your goals, your requirements at your current situations, and justify to have a combination of both to accelerate your growth.

If at all, you still have some apprehensions in your mind, just analyse it with your day to day example. Let's say you are new in this city. would you consider buying a house immediately or rent one before you settle down and work for your finances. Because buying a house needs your investment of down payment, provisions for EMI's and steady growing income.

I guess know, you know what we meant. Agency is definitely a right choice for you to excel your presence digitally and measure your growth opportunities.

Connect to us for more to get free tips on how to manage your digital presence and see it revenue coming in..

Enroute Digital, a creative digital marketing agency located in Mumbai has more than 14 years of experience in digital media. We are in service of providing 360 degree digital resource through consultation, communication, strategy & "Design"

We help clients to communicate, engage & collaborate to create opportunity.



Write to us at info@enroutedigital.in | Visit enroutedigital.in for more details.

Disclaimer: This info and document is meant to share knowledge on making a right choice between digital agency and building your in-house digital team. It is made for information purpose only and doesn't bear any responsibility towards financial lose or production issues within its company. This is only an opinion and may contradict or differ with other individuals.