

Marketing Resource Table

Resource Type	Advantages	Disadvantages	Cost*
In-house employed	<ul style="list-style-type: none"> <li>• Knowledge of the business</li> <li>• Understanding of business goals and strategy</li> <li>• Knowledge of internal contacts/ sales team /office politics.</li> <li>• Immersed in the culture of the business</li> <li>• Accessibility</li> <li>• Just focused on the business they work in</li> </ul>	<ul style="list-style-type: none"> <li>• Internal resource can struggle to prioritise non-deadline specific work</li> <li>• Can be pulled into non-priority activity</li> <li>• Professional preferences can lead marketing activity</li> <li>• Measured in line with HR requirements and personal</li> <li>• Increase of headcount</li> <li>• Lack of specialist knowledge (unless for a specialist role)</li> </ul>	£
Freelance	<ul style="list-style-type: none"> <li>• Resource can be turned on and off as required</li> <li>• Deliverables focussed for the activity they're commissioned for</li> <li>• Cost effective</li> <li>• Client need focussed</li> <li>• Marketing discipline specific</li> <li>• Can work closer with the internal team and work in-house if required</li> </ul>	<ul style="list-style-type: none"> <li>• No cover for illness or holiday</li> <li>• Availability – if working externally</li> <li>• Accessibility – if working externally</li> <li>• Breadth of knowledge</li> <li>• Ideas can stagnate (unless proactive in training development)</li> </ul>	££
Specialist agency	<ul style="list-style-type: none"> <li>• Specialist expertise and focus</li> <li>• Tactical and technical knowledge of specialist area</li> <li>• Fresh ideas</li> <li>• External perspective on business objectives and activity</li> </ul>	<ul style="list-style-type: none"> <li>• In depth briefing requirement for business knowledge and understanding</li> <li>• Lack of overall perspective of marketing strategy as they only perform a small function</li> <li>• Requires multiple management and reporting</li> </ul>	£££/£
Full service agency	<ul style="list-style-type: none"> <li>• Broad understanding of full marketing mix</li> <li>• External perspective on business objectives and activity</li> <li>• Greater integration with the rest of the marketing and your business</li> <li>• Fresh ideas</li> <li>• Single point of responsibility and reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Management time</li> <li>• Budget – usually more expensive</li> <li>• Can become diluted as the mix is actioned by one agency</li> <li>• Skillset limited to payroll</li> <li>• Fresh ideas (lack of)</li> </ul>	£££/£

\*As hourly and retained charges vary so much the cost is an indicator rather than exact amounts, a bit like a travel 'rough guide' it gives an idea of the price range and budget options