



OUTSOURCE OR IN-HOUSE?

The Great Marketing Dilemma

	MARKETING AGENCY	VS	IN-HOUSE MARKETING
Cost	Generally more cost-effective than hiring a full team, with flexible pricing options.		High costs for salaries, benefits, tools, and ongoing training.
Employee Benefits	No need to pay salaries, benefits, or payroll taxes.		Must provide salaries, healthcare, retirement plans, and other benefits.
Time	Quick execution with established workflows and processes.		Requires time to build and manage a team, plus learning curves.
Technology	Agencies have access to premium tools and analytics platforms.		Requires investing in expensive tools and software.
Scalability	Easily scale services up or down based on needs.		Harder to scale quickly without hiring more employees.
Expertise	Access to a team of specialists in marketing strategy, digital marketing, branding, content creation, and websites.		Limited to the skills of the in-house team, may require ongoing training.
Creativity	Agencies bring fresh perspectives and diverse industry experience.		May become repetitive or limited to company culture biases.
Trends & Innovation	Agencies stay up to date with the latest trends and strategies.		Internal teams may struggle to keep up with rapid changes.
Focus On Your Core Business	Allows businesses to focus on operations and growth.		Marketing efforts can become a distraction from core business activities.



WHY CHOOSE ENVISION BY DESIGN?

WE ARE CREATIVE. There are a ton of designers who can update an existing brochure, but if they have to design something from scratch, they tend to deliver something that makes you look like everyone else. We bring an outside perspective and endless creative ideas to create something effective **AND** original, something that stands out from the competition and gets you noticed!

WE ARE HIGHLY SKILLED AND EXPERIENCED. We have all of the skills necessary to create and execute your marketing strategy, develop and match your brand's unique design and voice, and get you the most bang for your buck! We are effective and organized, and we always keep up to date on the latest tools and trends so you don't have to!

WE ARE RESPONSIVE. Are you having trouble reaching your marketing person? With us, you have one dedicated point of contact who looks after your entire marketing plan and makes sure it's on target. Our team is guided by one point of contact – **our owner!** – who knows and understands your company and your needs and is looking out for your marketing, no matter the size or scale.



But don't just take our word for it!

Let's talk about your needs and what we can do for you in a free consultation!

Call Envision by Design at

(314) 370-6131

or Scan Our QR Code to get started!