



**THE IN-HOUSE VS. AGENCY
DEBATE**

**When to Hire an
ABM Partner**



1 Internal Expertise & Resources

Building an in-house ABM team requires specialized skills in data analysis, content marketing, and campaign management. Assess your current resources. Do you have the necessary expertise within your team? The cost of recruiting and training in-house talent can be significant. Partnering with an ABM agency allows you to access a team of experienced professionals immediately, bypassing the need for extensive recruitment and training.



Campaign Scale & Complexity

Consider the scope of your ABM program. Are you targeting a handful of high-value accounts or a larger list? Complex, multi-layered ABM campaigns often require a broader range of expertise. An agency can provide a full-service solution, encompassing strategy development, content creation, campaign execution, and performance measurement. For smaller or less complex campaigns, an in-house team might suffice.



3

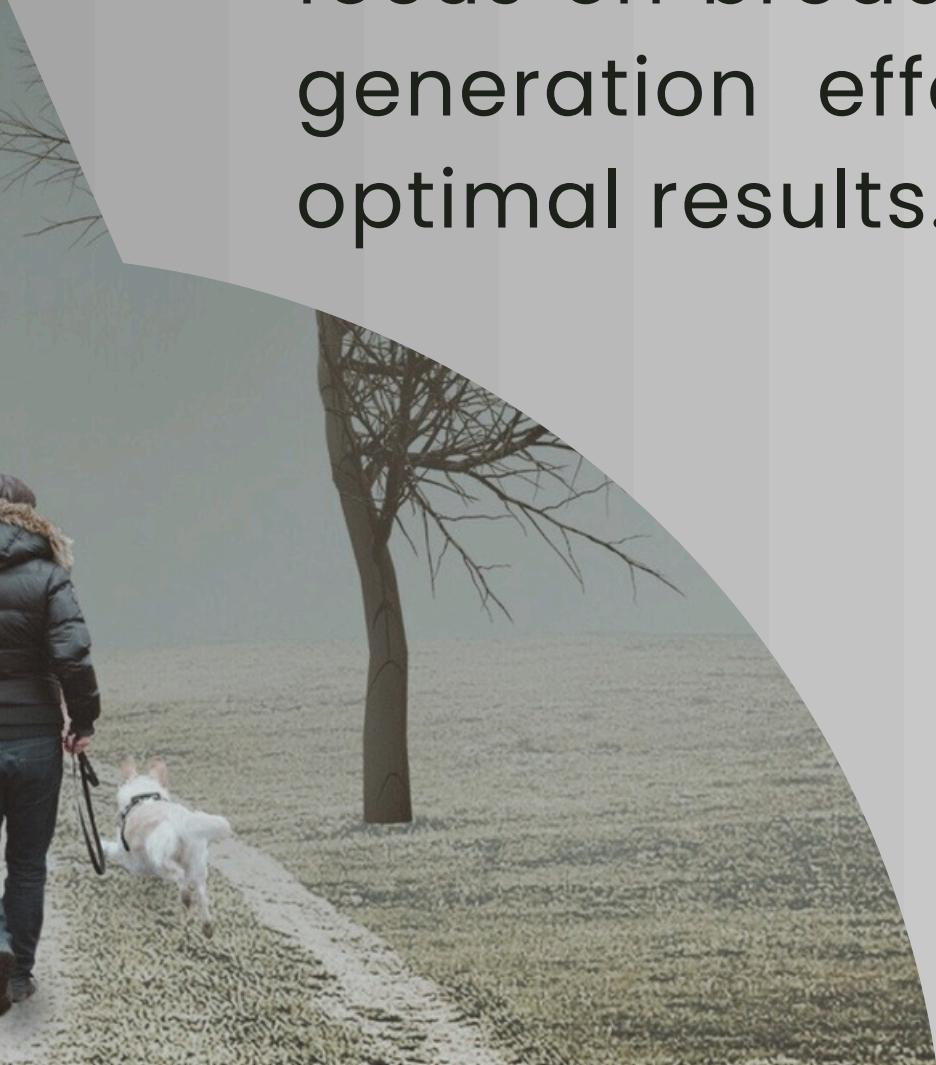
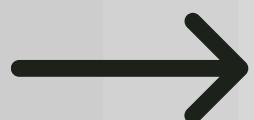
Data & Technology Stack

ABM relies heavily on data analysis and marketing automation tools. Evaluate your existing technology stack. Do you have the necessary tools and infrastructure to support your ABM efforts? Investing in new technologies can be costly. Many ABM agencies have established partnerships with leading marketing automation platforms, offering access to these tools at a potentially lower cost.



Alignment with Current Advertising Efforts

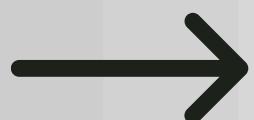
ABM should seamlessly integrate with your overall marketing strategy. Assess your in-house capabilities. Does your team have the bandwidth to manage both ABM and broader marketing initiatives effectively? Partnering with an ABM agency allows them to manage the ABM program while your internal marketing team continues to focus on broader brand awareness & lead generation efforts, ensuring alignment & optimal results.



5

Flexibility & Adaptability

The B2B marketing landscape is constantly evolving. Consider the agility of your team. Is your in-house team equipped to adapt to changing trends and emerging technologies? ABM agencies stay at the forefront of industry trends and have access to the latest tools and technologies. Partnering with an agency ensures your ABM program remains cutting-edge and adaptable in the ever-changing B2B landscape.



Thank You

