

What You Should Know About Outsourcing Your Digital Marketing

1 in 5 small businesses outsourcing in 2019 will seek help with their digital marketing, says a recent Clutch [report](#).

For a small business, any delegation of a complex task can improve efficiency and growth. Outsourcing provides a great way to maximize success.

While it adds experts to your team, cuts cost and time, it can present challenges related to security/privacy, communication, and brand misrepresentation if the right agency is not selected.

What Digital Marketing Efforts Can Small Businesses Outsource?

In-house staff is the most common digital marketing resource (43%), but industry leaders say that small businesses that attempt to manage everything in-house may overextend themselves.

Some digital marketing activities that small businesses can consider for outsourcing are:

- Social media
- Web development and design
- Email marketing
- SEO
- Video production
- Content marketing

According to a recent report from The Manifest, almost three-quarters of small businesses (73%) invest in social media, around half (49%) invest in SEO, and about one-third (34%) invest in video marketing.

By outsourcing some of these specific tasks, small businesses will benefit in other areas.

What are the Benefits of Outsourcing Digital Marketing?

Small businesses may assume that digital marketing efforts are too expensive or time-consuming to work well. However, digital marketing remains essential to connect businesses and their audiences. By outsourcing, there are several advantages.

First, you get to have experts on your team. If you hire an agency, you'll have access to a full team of experts. They know how to implement high-end technologies by utilizing the latest marketing tools.

The outsourced partner more than likely has worked on similar campaigns previously. Meaning they know what works and what doesn't.

Beyond getting access to experts, it's cost-efficient. Since they are independent of the company, you won't need to pay payroll taxes, benefits/healthcare costs, or the salary typically given to a premium employee.

A strong return on investment will also be ensured of when outsourcing. When you hire a digital marketing expert, they will focus on making sure you get the results you paid for, plus more.

Lastly, small businesses can save time by outsourcing. You don't need to onboard, train, and manage an agency like you typically would for an employee. By outsourcing, it allows in-house employees to concentrate on what they do best.

Overall, small businesses that outsource digital marketing see an increase in expertise, efficiency, and growth.

What are the Challenges of Outsourcing Digital Marketing?

While there are numerous benefits to outsourcing digital marketing, there are some risks to keep in mind.

Brand identity might weaken. When small businesses keep their digital marketing in-house, they have a constant source of digital marketing support from employees who are already familiar with the company's brand.

A digital marketing agency might not fully understand what you're seeking to convey, leading to brand misrepresentation.

Security may also be of concern when outsourcing. In some rare cases, when businesses outsource, the hired firm sends the project to external agencies.

This taints the agency's authenticity and trustworthiness, but more importantly presents the opportunity for insider information about the business to be compromised.

Finally, issues surrounding communication might emerge. In-house employees are more visible and reachable than people who are not in the office. Outsourced employees may not be easily accessible.

On top of distance, depending on where an outsourced partner is, language barriers may potentially arise as well.

Generally, most of the challenges of outsourcing digital marketing stem down to whether a small business selects a suitable and trustworthy partner.

What are Some Tips for Maximizing Outsourced Digital Marketing?

To maximize success when outsourcing digital marketing, deciding what tasks someone else can do is the first step.

Some guidelines small businesses can follow to figure out what tasks should be outsourced are:

- The task is easily trainable
- It is a critical part of a bigger job that may be too tedious for an in-house employee
- It requires an expert, but not necessarily full-time

Once determining what digital marketing efforts to outsource, it is highly recommended to do extensive research on agencies offering the services needed before hiring. By doing so, it can prevent the challenges and risks discussed in the previous section.

After hiring, experts suggest that businesses set clear goals and expectations for agencies to maximize the success of an outsourcing relationship.

Maintaining constant communication is fundamental to keep goals aligned and clear.

On top of that, treating them as a partner, not a vendor, will foster trust and mutual respect.

Outsourcing digital marketing efforts for small businesses may seem tricky, but by identifying what tasks to outsource, the benefits, and challenges, small business outsourcing can be successful.