

What marketing resources do you need?

Your business is at a point where you know you need some marketing help, and you are willing to hire an agency or a consultant or even an internal marketing person. But, you don't really know what kind of resource you need for which kind of work. In this, CMO-OnLoan™ helps you understand the key resource options and the pros and cons of each.

4 Primary Resource Types

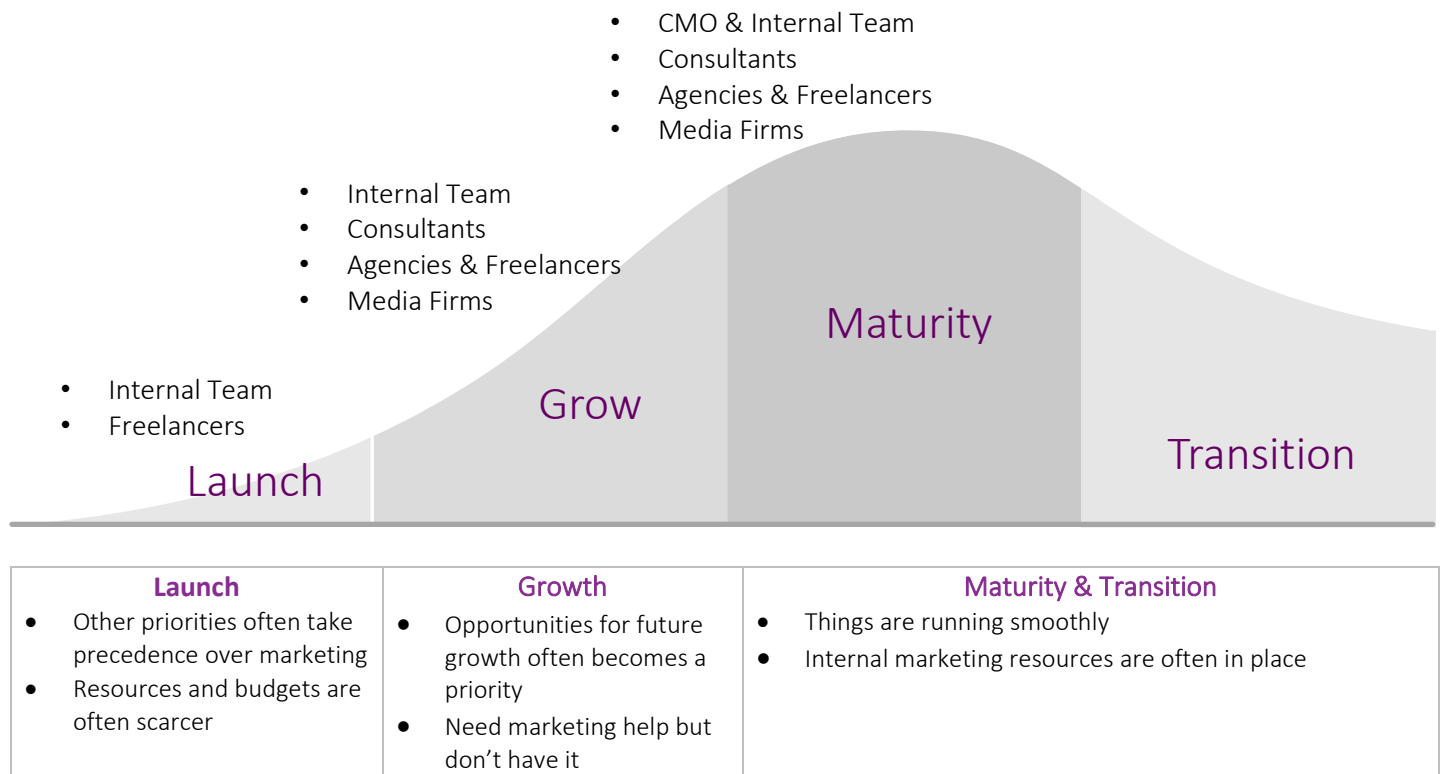
1. Internal Team - Leader and implementers
2. Consultants - Strategy and/or implementation experts
3. Agencies & Freelancers – Full-service or specialists
4. Media Firms – Buy media directly

When deciding which type of marketing resources to engage there are two primary considerations:

1. Your business life stage
2. What type of work you need to grow the business

Why Life Stage Matters in Resource Selection

The resources and budget available as well as the overall business priorities all vary significantly based on the life stage of a business.



Resource Options

There are pros and cons to each resource solution.

Resource Type	Pros	Cons
Internal Team Needs to act as both leaders and implementers; strategists and executors	<ul style="list-style-type: none"> • Have experience in your industry & your business • Day-to-day interaction with other functions • Can manage variety of tasks 	<ul style="list-style-type: none"> • Full-time might be too costly • Might not have enough work • Can be difficult to find someone with the broad range of skills needed to do strategy & execution
Consultants Can work as both strategy and implementation experts	<ul style="list-style-type: none"> • Can provide expertise without long term full-time commitment • Bring an outsider's perspective • Can work faster • Fewer political issues • Bring a network of resources 	<ul style="list-style-type: none"> • Need to ensure strategy includes implementation • Works best when they have key contact internally • Client must prioritize all the work needed to maximize value
Agencies & Freelancers Can be either full service or specialty focused	<ul style="list-style-type: none"> • Provide specific expertise • Can work faster • Bring an outsider's perspective 	<ul style="list-style-type: none"> • Works best if there is a marketing leader with experience leading the agencies & freelancers • Need clear plan / direction from client • Need approvers internally
Media Firms Can buy media directly from multiple advertising vendors	<ul style="list-style-type: none"> • They handle the details • They can do the creative • Can provide market perspective and insights 	<ul style="list-style-type: none"> • Works best if there is a marketing leader with experience leading them • Need clear plan / direction from client • Requires significant coordination and auditing to ensure you are getting what you pay for • Smaller clients often get less experienced / junior people handling the account

So, how do you choose?

Use our CMO-OnLoan Marketing Resource Selection Tool to help you decide what kind of marketing resources are right for you.