

## Hiring In-House Versus Outsourcing List of Marketing Tasks

I recently made a list of the things you might do in order to embrace digital marketing fully. Wait, let me rephrase that: Here is a list of things we (as a digital marketing agency) actually do with our in-house team and extended team of highly specialized subcontractors.

This list may help you realize the importance of having your own team versus having a “webmaster” or even one or two people at your firm to handle all the various tactics and software tools needed.

### Marketing Tasks

#### “Before You Start” Tactics

- Marketing Plan
- Strategy Development (Business, Digital, Traditional)
- Market / Target Audience Research
- Competitive Analysis
- SWOT Analysis
- Persona Development
- Buyer’s Journey Mapping
- Positioning / Messaging / UVP Development
- Mission Statement Writing
- Assigning Roles, Timing and Project Management System
- Budget Setting (5% to maintain, 10% to grow, 7% is the average according to [cmosurvey.org](http://cmosurvey.org))
- Business and Marketing Goals / KPIs Documentation
- Logo, Font and Color Guideline Documentation

#### Content Marketing

- Blogging
- Podcasting
- Videos
- E-books
- Infographics
- Photo Galleries
- Webinars
- Surveys

## **Content Promotion**

Email Outreach

Paid Promotion

## **Digital Ads**

Paid Search

Paid Social

Display Ads

Retargeting

GEO Fencing

## **SEO**

Tech SEO

On-Page SEO

Off-Page SEO (Links and PR)

Local SEO

Topic Cluster Strategy

Voice Search Strategy

## **Social Media**

Social Media Policy

Facebook

YouTube

LinkedIn

Twitter

Google My Business

Instagram

Pinterest

Snapchat

Social Graphics

Social Writing

Social Ads

Influencer Marketing

## **Analytics / ROI Tracking**

Dashboard Development

Monthly Analysis

Attribution Modeling

Setting Up Goal Conversions

Phone Tracking

Live Chat

Thank-You Page Development

## **Public Relations**

PR Strategy

Press Releases

Media Outreach

## **Graphic Design**

Logo Design

Print Design

Web Design

UX Design

Infographic Design

E-book layout

Book and E-book Cover Design

E-book Kindle / Digital Formatting

## **Web Design — Front End**

Wireframing

Photoshop

Design to HTML Conversion

HTML

CSS

WordPress

## **Web Development — Back End**

PHP

Python

ASP

## **Server Administration**

Updating Server Platform

Handling 301 Redirects

## **Conversion Rate Optimization**

Marketing Psychology

Principles of Influence

A/B Testing

Landing Pages

## **Writing**

Taglines

Headlines

Web Page Text

Blog Posts

White Papers

Technical Writing

Editing

Proofreading

Landing Page Copy

Text Ads

Social Ads

Social Profile Updates

Email Newsletters

Editorial Calendar Development

Topic Cluster Writing

## **Email**

Email List Development

Email List Segmentation and CRM

Email Marketing Design

Email Marketing Text

Marketing Automation Workflows

Outreach to Buy Sponsored Email Placement

## **Book Marketing**

Book Concept for Sales and Positioning

Writing, Editing, Proofreading

Cover Design, Layout, Digital Version

Book Promotion, PR, Backlinks, Awards

## **Sales and Marketing Alignment**

Lead Scoring

Account-Based Marketing

Social Selling

Content For Sales Outreach

CRM Setup and Training

## **Public Speaking**

Booking Speaking Gigs

Coaching

Recording and Repurposing

## **Affiliate Marketing**

Affiliate Program Management

Make a Page / Program for Referrals

## **Reputation Management**

Handling Negative Online Reviews and Press

Building Personal and Business Brands via Content

Did you know that magazines have full-time headline writers? That is because they know that writing effective headlines is a skill that can make the difference between someone walking past the magazine and being engaged enough to pick it up.

I am not saying you need a different person for each of the different tasks listed above, but in my experience having your marketing staff wear too many hats can cost you years of wasted time.

It's not just the number of skills and tasks involved — there's also a crazy number of tools that go with these skills.

If you need help building a team, we can advise on what you can do in-house versus what makes sense to outsource.