

# 3 Benefits to Hiring A Marketing Agency

The topic of implementing a course of action for your marketing strategy by hiring a design and marketing agency is a fitting followup to our previous post in which we discussed reaching your business goals based on the quality of your marketing approach. Understanding your brand and portraying it to the world is without a doubt an essential part of laying out the solid structure on which your business is built. Collaborating with a staff of seasoned graphic designers, creative directors, and marketing specialists at an agency can have several benefits when weighed against the option of adding design and marketing duties to the regular tasks of your in-house employees.

## 1. You'll Save Valuable Time.

Hiring a design and marketing agency can bring peace of mind so that you can focus on what you do best – making your company successful. When you are managing a business that requires your full attention, it can be comforting, and more productive, to know that your brand will be well taken care of. Hiring an agency means you don't have to sacrifice your own valuable time worrying about ad purchasing, promoting new products, updating stationery, updating your website, keeping up with social media, et cetera. Imposing the responsibility of brand development and marketing strategy on yourself or your in-house staff is a burden that may be more hurtful than helpful. It can be as if you are throwing a cog in the well-oiled machine that is your business. When you're working on a new campaign or updating your brand, a marketing agency will be able to compile and evaluate all of the data, develop a plan, and present you with a market-ready product. They will have recommendations to share, make objective conclusions about what is best for your particular goals, and come up with inspired and innovative solutions that are perfect for your business.

## 2. You Might Learn A Thing Or Two

A creative marketing agency will provide an indispensable resource of professional insight that you can add to your business strategy arsenal. They have an outside

perspective of your company and can enlighten you and your staff on how your business is perceived. An agency will know what avenues you should take with your marketing strategy. Big news? Perhaps a press release is in order. Or maybe it's something more interactive, for which a social media post will be more effective. Hosting an event? Your location, audience and goals all factor into developing your campaign's style, voice and distribution plan. A creative marketing agency learns about your business's performance with statistics, like demographics and impressions, to assess your brand's perceived public persona and determine how to best interact with your client. They can translate the data for you to help your business target the right audience. The details can be unexpected, intriguing and even downright exciting. Considering that we're well into the information age, it's vital to pay attention to the data, not let it go to waste and use it to your advantage.

## 3. You're Paying For Their Experience

If you have ever tried developing your company's brand from scratch, all on your own, you will know that it is no simple endeavor. Encompassing an accurate persona to an entire business is complex and involves an infinite number of variables. From color and font choices to artwork scaling and placement, to readability and keyword development, several crucial design-

related decisions affect your brand. An agency will know what questions to ask, how to put them to paper, and what traits to look for in developing and designing your marketing material. Based on the analysis and assessment of your business identity and persona, these designs could be displayed across computer screens, smart phones, magazine pages, or even at bus stops. An agency's staff has also undergone the education and technical training required to becoming a professional in communications design, and their knowledge and skills alone are well worth the investment. You will have capable graphic designers, illustrators, web developers, content developers and social media strategists all at your disposal.

**#tip:** If you have reservations about keeping an agency on long-term, consider utilizing their services initially to establish the basic building blocks of your brand and develop a plan with them to create a universal style guide and document templates for future in-house use. In the long run, you will be happy and confident that you have a set of brand guidelines that can be used for your business across the board. ✨

