



DO IT YOURSELF (DIY) VS. DELEGATE (YDI ALSO KNOWN AS “YOU DO IT.”)



Inconsistency is the enemy of marketing ROI. That’s why complete in-house marketing has unexpected costs. You lose momentum when:

- The partner-in-charge of marketing is too busy with clients or firm responsibilities
- Your one-person marketing department is pulled into other important projects (a.k.a. proposals)
- The marketing director/CMO is tasked with a large and high-priority marketing project (a.k.a new website, technology upgrade)
- Your key marketing professional gets promoted, gets sick, is on leave or just leaves.

Sample cost of complete DIY marketing (“I do it.”):

Ave. Marketer Wages: \$50,000
Employee Taxes: \$4,000
Employee Benefits: \$3,000
Training and in-house tools: \$2,000+
Additional partner time: \$225 hr
Missed (Known) Opportunities: 2-6 new client engagements a year.

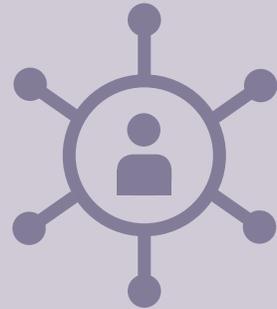
\$70,000+



Cost of YDI with Ingenuity (“You do it with ING”):

Average Ingenuity Outsourced Marketing Retainer Engagement

\$48,000



When you choose an outsourced marketing solution with Ingenuity, you support consistent marketing efforts and measurable ROI at a very effective cost.

(651) 690-3358

www.ingenuitymarketing.com

Two Outsourcing Options for “You Do It” (YDI) with ING



ING Outsourced Marketing Retainer (full-service marketing department)

ING Limited Outsourced Retainer (designed for firms with in-house marketing support)

Full-service marketing department + senior-level consulting, design and writing

Budget flexibility to engage on projects as needed

Complete and effective project management with timelines, accountability and communication

In-house marketer can focus on strategy by increasing capacity and skills of team as needed

Interim staff who can hit the ground running to create or sustain marketing momentum

Complete project management and creative to expand firm’s marketing opportunities and knowledge

Support for hiring in-house marketing at the right time with right skills (including job descriptions/key interview questions)

Senior-level custom content, design, social, SEO to attract targeted leads better than content subscriptions

Owner/partner consulting to develop a marketing and sales culture among all team members

Consulting on next steps or project ideation to maximize value of each project

Liaison with other vendors to streamline marketing strategy

Creative coaching and consulting to build in-house team skills

Sales and marketing alignment strategies and growth consulting

Consulting on next steps to maximize value of the project

Industry-wide view of marketing trends to expand your options

Focus on ROI to help you deliver marketing value

Market research to get into the minds of your buyers

Consistent lead nurturing for conversion

Focus on ROI to help you deliver client value



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