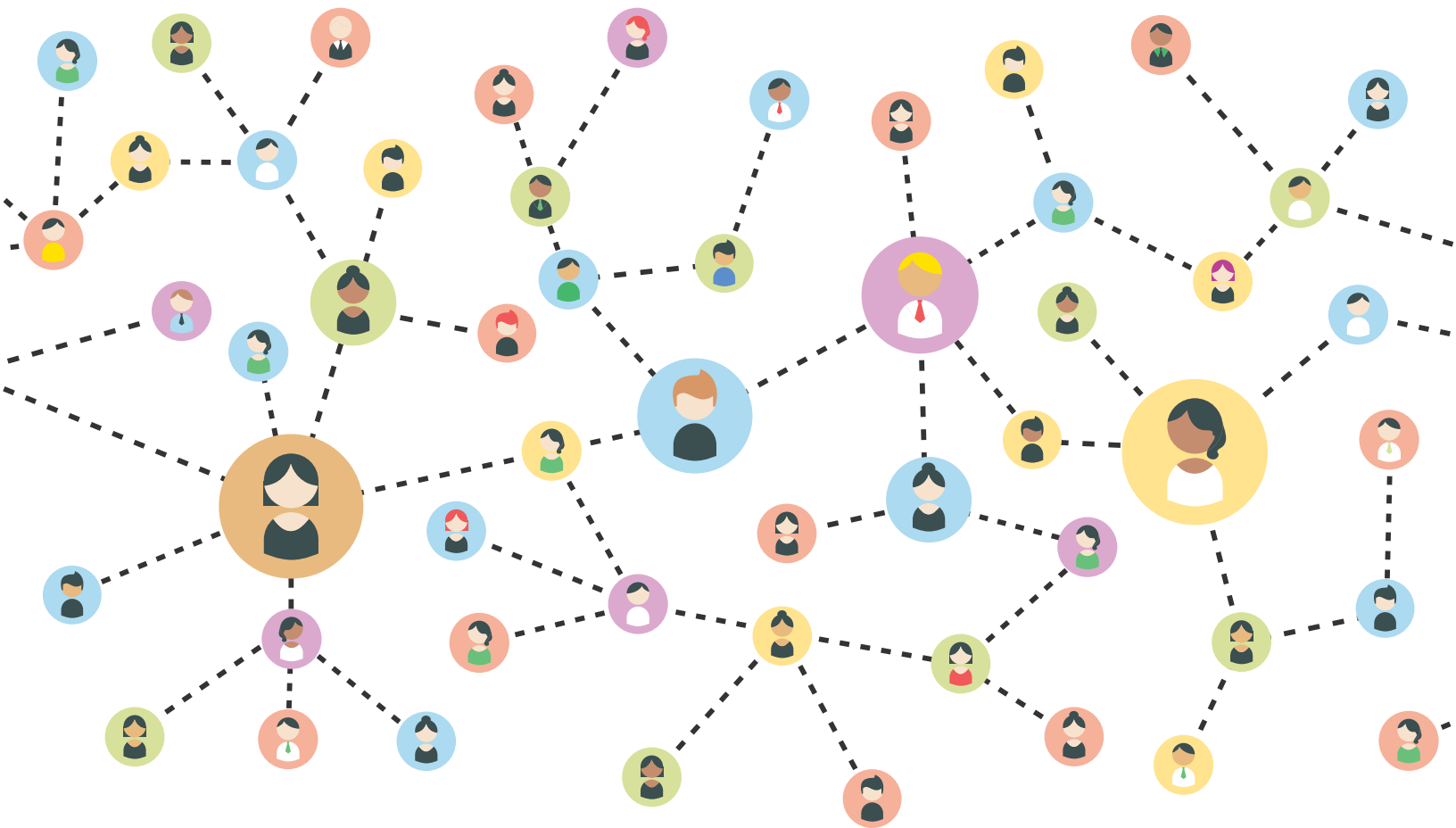


# The Definitive Guide to Running Your Marketing Team in 2023



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# Marketing Structures and Costs



# Start Here.

Out-of-date marketing structures will cost your business in terms of budget, productivity and collaboration. Future-proof your strategy by having an honest conversation about the resources you're using and the impact they're having on your company's purse strings and time.

- We'll examine a typical traditional marketing structure and break down the costs involved.
- Take a look at the pitfalls of Outsourcing certain marketing tasks and the impact that too many External Software tools have on a campaign.
- Dig deep into how a Marketing Dashboard can make collaboration between teams easier and take the place of 10 tools instead of 1.
- We'll calculate the cost-effectiveness of a Marketing Dashboard and the money saved on external tools and teams.
- Find out the key takeaways that will streamline your marketing strategy and help to avoid unsuccessful campaigns.

Visualize being able to pull together Content Scheduling, Publishing, Task Management, Analytics and much more to keep your campaign running smoothly.

Sounds pretty good, right?

We'll outline how to save your business time and money with a Marketing Dashboard. And not only that, you'll become more confident marketers and boost the efficiency of your team too.

# What is a Traditional Marketing Structure?

Think about a standard marketing structure that sits within a business. An internal marketing system is usually in place, which means Planning, Drafting, Execution and Maintaining gets carried out by a team in a centralized marketing department.

Let's break Planning, Drafting, Execution and Maintaining down a little further:

- Planning takes place to create some key messaging, calls to action and campaign goals.
- Drafting a proposal with potential posts, messaging and resources that are consistent with your brand identity.
- Executing your campaign by delivering timely, relevant messaging to target audiences.
- Maintaining your campaign and keeping it on track with ongoing measurement of campaign success.



Traditional Marketing Structure: Planning, Drafting, Executing, Maintaining

# What's the Cost of a Traditional Marketing Structure?

Planning, Drafting, Executing and Maintaining is high-cost and needs lots of resources – you need extensive, active oversight from your team to make a traditional structure successful.

Brands tackle this by hiring a team member to manage certain parts of a traditional structure. They've got to juggle several spinning plates at once, simultaneously and across channels. And brands demand that this process is always optimized for efficiency and productivity.

Start-ups tend to have smaller marketing teams – there could just be one solo team member who's managing several parts of a traditional marketing structure.

## **1 person managing the Planning, Drafting, Execution and Maintenance = alarm bells ringing**

Bigger brands, unsurprisingly, have much bigger budgets and more investment behind their departments. They tend to have more of an assembly-line process when it comes to their campaigns.

Now let's dig deeper...

What does setting up a comprehensive In-House marketing team cost? Hiring a team, training a team and keeping your team together with incentives and reward systems all require a big budget.

Hiring the right team is key. There are 3 factors here that will have the biggest impact on your budget:

- Finding the best talent is \$4,000.
- Sorting out contracts is \$100 - \$500.
- Hiring the wrong team member is \$25,000 - \$50,000.

If you've managed find a team member who fits your brand, and you've trained them to achieve results and learn about your brand ethos and values – be prepared to pay considerable sums for the talent your brand needs:

- Creating a bespoke training program is \$1,208 - \$1,888.
- There's an impact on your brand's productivity while a team member trains too and an employee usually takes a year to train, settle and unleash their potential.

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**The initial costs of starting a marketing department involve hiring, training, and the annual salaries of required personnel.**



Finding the best talent is costly, and takes considerable time.

# Annual Salaries of Required Personnel

Position (Years of Experience)	Small Firms		Large Firms	
	LOW	HIGH	LOW	HIGH
Chief Marketing Officer	\$82,297	\$316,117	\$82,297	\$316,117
VP of Marketing	–	–	\$87,018	\$223,626
Marketing Communications Specialist	–	–	\$40,857	\$98,201
SEO/SEM Specialist (4+)	\$26,245	\$76,227	\$73,500	\$102,750
Content Manager	\$39,394	\$101,481	\$66,000	\$90,250
Copywriter/Editor	–	–	\$77,500	\$109,750
Social Media Manager	\$40,857	\$98,201	\$68,250	\$93,500
Web Analytics Specialist (3+)	–	–	\$81,750	\$111,250
Marketing Analytics Specialist (3+)	\$34,183	\$67,805	\$74,750	\$102,250
<b>Total</b>	\$229,976	\$659,831	\$651,922	\$1,247,694

\*Note that the numbers above are all average salaries and you might find variation across the board for a full In-House marketing team. Other additional costs will probably involve benefits and bonus schemes to keep your team happy too!



**“ 1 person managing  
the Planning,  
Drafting, Execution  
and Maintenance  
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# What Happens When You Outsource Elements of Your Marketing Campaign?

This all depends on the type of marketing campaign you're launching and the expertise you need. If you're outsourcing elements of your campaign to another marketing firm, you'll find costs incur when:

- Deciding on your campaign requirements and planning where a marketing firm can help you.
- Sorting out pricing, contracts and expectations.
- Managing on-going fees and communication strategies involved in an outsourced team maintaining your campaign.

Using an external firm means that their smaller in-house team will slot together with your existing team to share knowledge, best-practices, resources and generally oversee a campaign.

There's a team working in a team.

But there are risks attached with outsourcing your marketing.

### What can go wrong?

- The initial planning stage can take time with lots of conflicting ideas, voices and unclear expectations about project roles.
- Negotiating a contract and the work involved can be time-consuming and take up lots of energy that could be spent on other projects.
- Outsourced firm might take more time to get on board with your brand's identity and processes – they have to learn the ropes and this can impact on efficiency and productivity.
- If a campaign fails then there are costs incurred all over again when hiring a new firm to take care of previous campaign and make changes.

Monthly contracts with external agencies can quickly rack up costs. Average estimates put prices at anywhere between \$2,500 to \$25,000 per month.

The cost largely depends on the complexity of your digital project and the expertise and experience of the firm you're looking at hiring.

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**Costs associated with deciding on a campaign and negotiating a contract can be time-consuming and due to cost constraints, may not result in an efficient marketing campaign.**

# In-House vs External Agency

## In-House

- Requires lots of training and the right team.
- More control over your campaign.
- Might not have as much experience with specific tools – more of a broad skillset.
- When teams lose members, it can really affect campaign performance.
- Marketing teams are usually stretched for budget during in-house structural changes.

## External Agency

- Control the campaigns from afar with responsibilities decided in contract.
- Can be incredibly costly over time.
- Difficult to change campaign direction if things aren't going to plan without spending lots of budget.
- Can have areas of intense expertise for specific campaign requirements – hiring specialists.

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# The Marketing Dashboard

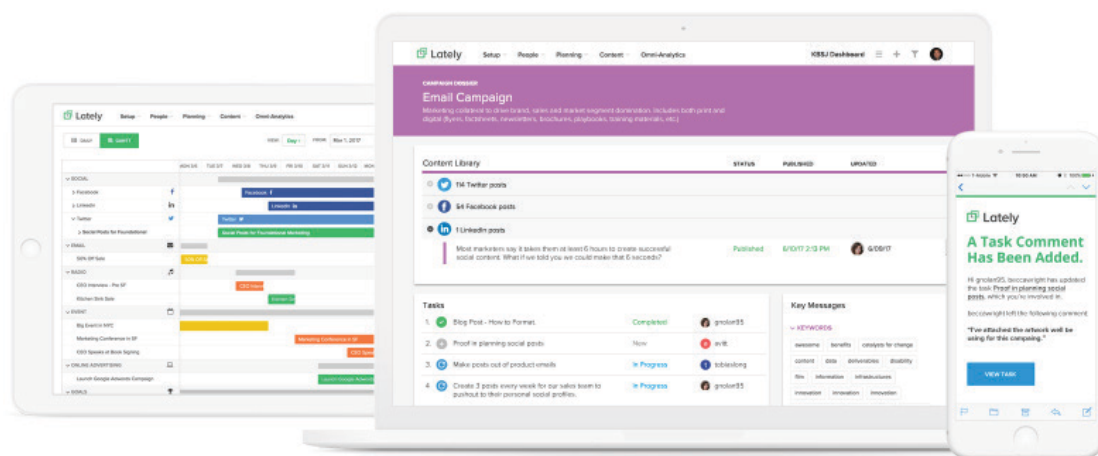


# Enter – The Marketing Dashboard!

Marketing dashboards help to pool together the advantages of both in-house and external firms and allow you to manage your campaigns in one place. You can toggle between campaigns and have centralized access to all of the insights, analytics and metrics that you need to keep an eye on and assess if your campaigns are running smoothly.

- Instantly, you have a tool that enhances transparency, accountability and efficiency... and lots of other things, in between.
- Brands enlist software that can cost anything between \$500 – \$15,000, which can completely depend on the scale of projects, the complexity and brand size.
- As we mentioned, there are a whole host of software packages that brands can be using all at once to carry out several different tasks. It can get busy!
- A marketing dashboard can streamline your processes and collapse lots of tasks into one place. Instead of using several different packages – a good dashboard will be able to do the work of several different products.

Instead of outsourcing and in-house confusion, a dashboard invites everyone on board, so they can access the same info and keep on track of campaign progress.



# What a Dashboard Can Do...

It's tough to keep up with the amount of social channels on which your brand's expected to have a presence on – being able to manage them, easily flick between campaigns you're running on different channels and auto-schedule and bulk-schedule posts is a time-saver.

Are your messages resonating with your audience and what kind of content are they responding to positively? Media message analysis can help you to tweak your messaging and find trends.

Your content marketing strategy is paramount to the success of your campaigns.

Getting your content generation spot on can be tough if you haven't got the right skills in your team and it can be pricey to outsource.

Dashboards allow you to easily create content based around themes and ideas that your audience are positively responding to. In-built AI capabilities can help you to repurpose content, create social posts to promote content and keep a record of how successful your past content has been, letting you compare and contrast.

Choosing the right marketing dashboard can mean that you're using a package that is a fraction of the cost of numerous types of external software.

When you're using multiple software packages, coordinating them can be tricky. Managing several individual software suites creates a problem in terms of efficiency and productivity.

You're enlisting these tools to help you become more productive, but ironically, they're counterproductive.

# A Fraction of the Cost with More Capability

The cost of social media marketing analysis, content creation/editing, and marketing communication management are centralized in the best marketing dashboard suites.

## One price, one piece of software.

The cost of employing lots of different team members to oversee specific areas and verify campaigns to ensure consistency is reduced to almost zero. A smart dashboard can take care of scheduled posts, content generation and scan all your social media channels to ensure consistency across the board and that your messaging is having an impact. What can change?

### The costs of:

- Content Writers can concentrate on ideation and creation rather than scheduling and management.
- Social Media Manager and Specialist can be combined into one role with a centralized dashboard.
- Cost of training is reduced, as your team can all work within a dashboard.
- You won't incur the costs of reducing your staff in a team when someone undergoes training.
- You're less likely to make bad hires – dashboards are simple to use with easy user design.
- Content management is carried out within a dashboard, so you don't have to use several software packages to access data.
- Analytics specialist can access social media and web analytics within a dashboard and have a central point of access.



Dashboards are built with users in mind. They're customer-focused and have great user design because they've amassed so much data and experience from brands and marketing clients.

Think of it like this. One year of dashboard experience with ten clients equates to around four years of experience that an in-house team would generate when conducting analytics and assessing a campaign.

Why?

Because of the sheer amount of functionality that a dashboard has and the ability to toggle between clients and campaigns, you can simultaneously gain experience from several campaigns at once – instead of cumulatively working from campaign to campaign with an In-House team.

A Marketing Dashboard pulls together Content, Project Management, Analytics and more in one place.

You're reducing the cost of your hires because a dashboard's user design easily helps to equip new team members with the experience and skills they need.

Dashboards are a great tool for an entry level associate, so instead of costly training program to get them up to speed – they've instantly got increased productivity due to the design of a dashboard.

The cost of talent acquisition and management is reduced because of a customer-focused centralized dashboard.

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**Your content marketing strategy is paramount to the success of your campaigns.**

# Marketing Dashboard vs External Software

## Marketing Dashboard

- + All the functions and features in a dashboard are inter-connected for easy use and better visibility.
- + You can ensure that all of your content and campaigns are consistent with your key messages and themes.
- + Team members can easily maintain campaigns by reviewing variables quickly.
- + Social channels can be monitored and social posts can be scheduled from one central points.
- + All of your team can access analytics and make changes and pivots to campaigns.
- + Data is presented clearly, so cumbersome data analysis can take a backseat and teams can be more productive.

## External Software

- Difficult to provide consistency across the board with different software formats and various data points across the board.
- A lack of one centralized point of access means that team members need to be trained up on each piece of software that's being used in a campaign.
- More need for experts that can handle different or more advanced software and have the right skills for each package.
- Producing reports and generating insights to provide feedback is more complicated because of several different packages.
- The cost of multiple software packages adds up and counteracts benefits.

# Marketing Dashboard vs Outsourced Marketing

## Marketing Dashboard

- + You can have more control over your marketing campaigns when you keep it In-House with a dashboard.
- + Reduce the costs of outsourcing to other staff.
- + Easily train up your team members on dashboard software and keep training expenditure at a minimum.
- + Remove the need for a more rigid management structure - a centralized dashboard improves transparency and gives members clear roles without the need for lots of managers overseeing campaigns.
- + Enhances self-management through categorization and collaboration.
- + More organic results with targeted and non-stencil marketing.

## Outsourced Marketing

- Staff from external agencies may end up knowing more about a campaign and how it's working than In-House staff, which isn't effective for long-term progress.
- Takes longer to communicate key messaging, core values and brand identity to people outside a team.
- Can be taxing for In-House teams to constantly be in contact with external teams and checking on progress.
- Campaigns can be far down the line before external firms communicate that something has gone wrong.
- Outsourced marketers don't have as much passion for the project and may be working on other briefs.

**“ A Marketing Dashboard  
pulls together Content,  
Project Management,  
Analytics and more  
in one place.”**



# Preventing Unsuccessful Campaigns

Failing to make changes before a campaign heads off in the wrong direction can cost your brand in time and money.

Being able to sound the alarm, notice issues and monitor all of your campaigns is a key part of running a good ship and having a transparent marketing system.

A good dashboard can check the consistency of your marketing material and campaigns. This means that it can let you know when things don't seem to be working out and you can make changes. Instead of finding out at the end of a campaign or before it's too late, you can avoid the cost of changing things around or running a completely new campaign in its place.

Think of this as a cost prevention measure which can help to avoid;

- Ad reruns
- Social media overhauls
- Repair campaigns

Dashboards can easily reduce the probability of failure due to inconsistency and reduce all the associated additional costs that come with it.

But, if there is still a campaign that doesn't turn out right on your watch, a dashboard can carry out a swift recovery with minimal costs because of its centralized and integrated nature.

# Key Takeaways

So, there we have it.

Traditional marketing structures could do with a swift sparkle and some intelligent updates – the costly nature of training, talent acquisition and mismatched hires can lead to campaign confusion.

And outsourced marketing and multiple external software packages can just end up adding even more complexity to your marketing mix.

## **You can end up with:**

- Less control over campaigns
- More training needed for your team
- Miscommunication between in-house and external teams
- Confusion over expectations for different teams
- Less transparency and accountability
- Higher costs for outsourced experts

With a marketing dashboard, you can instantly get all of your team working together, all in one centralized place

A dashboard gives you more access and control over key elements of your campaign:

- Easily train your team on dashboard with user-friendly design
- Track and monitor how several campaigns are running across channels
- Save money by having 1 piece of software that can do 10+ jobs
- Boost efficiency, productivity and transparency

Maybe a combination of marketing approaches will work for your brand e.g you could outsource to someone when you really need some added expertise you can't find anywhere else.

One thing's for sure though, marketing dashboards are a smart way of future-proofing your campaigns and give you fresh new options for content creation and social media management.

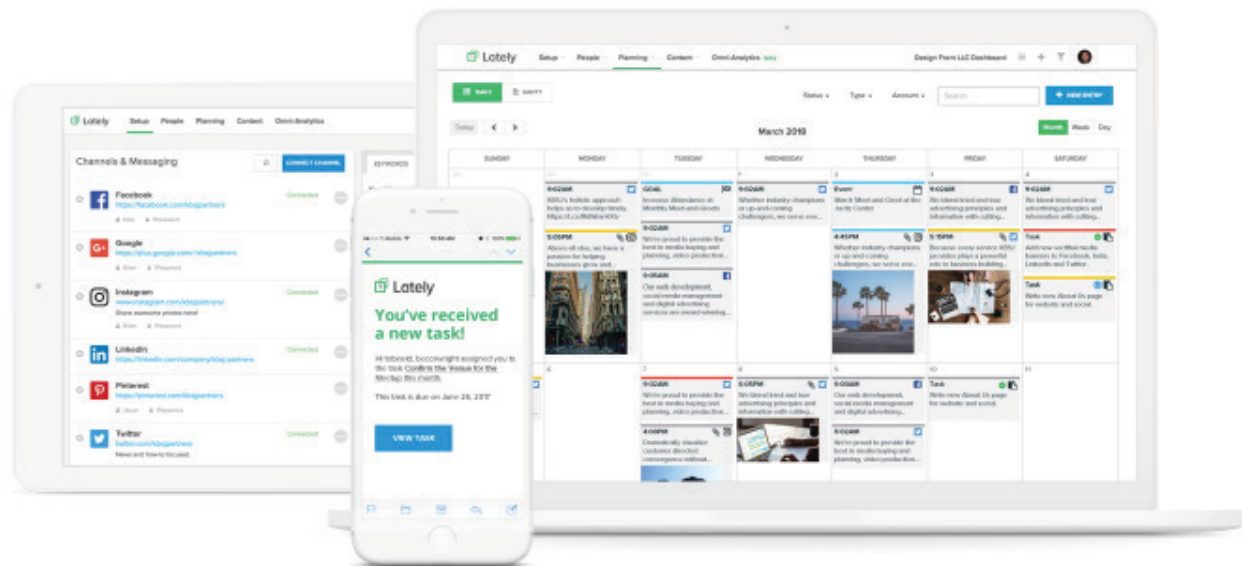
Dashboards are perfect for a dynamic digital space.



Have questions about Lately's Guide to Running Your Marketing Team? Feel free to contact us at [customerlove@lately.ai](mailto:customerlove@lately.ai).

## About Lately

Lately is the only all-in-one Marketing Dashboard that pulls together content scheduling, publishing, task management, analytics, a marketing calendar and more – across all your channels. Get hours of work done in less than 60 seconds, say goodbye to spreadsheets, forever and increase your productivity, confidence and sanity. Join the new breed of organized marketing teams who've made the switch, and try Lately for free at [www.lately.ai](http://www.lately.ai)



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