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)
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.