

# Which type of marketing agency is right for you?



Linking marketing initiatives to revenue generation is tricky, and so is engaging the right agency to help. 57% of B2B marketers report that engaging targeted prospects is the biggest challenge they face in generating new leads for their businesses.<sup>1</sup> But which type of agency is best at doing so?

## The world has So. Many. Agencies.

# 70k

Approx. number of advertising or marketing agencies operating in the universe.<sup>2</sup>

Within those ranks are a wide range of specialties, but most agencies fall into one of 7 categories.

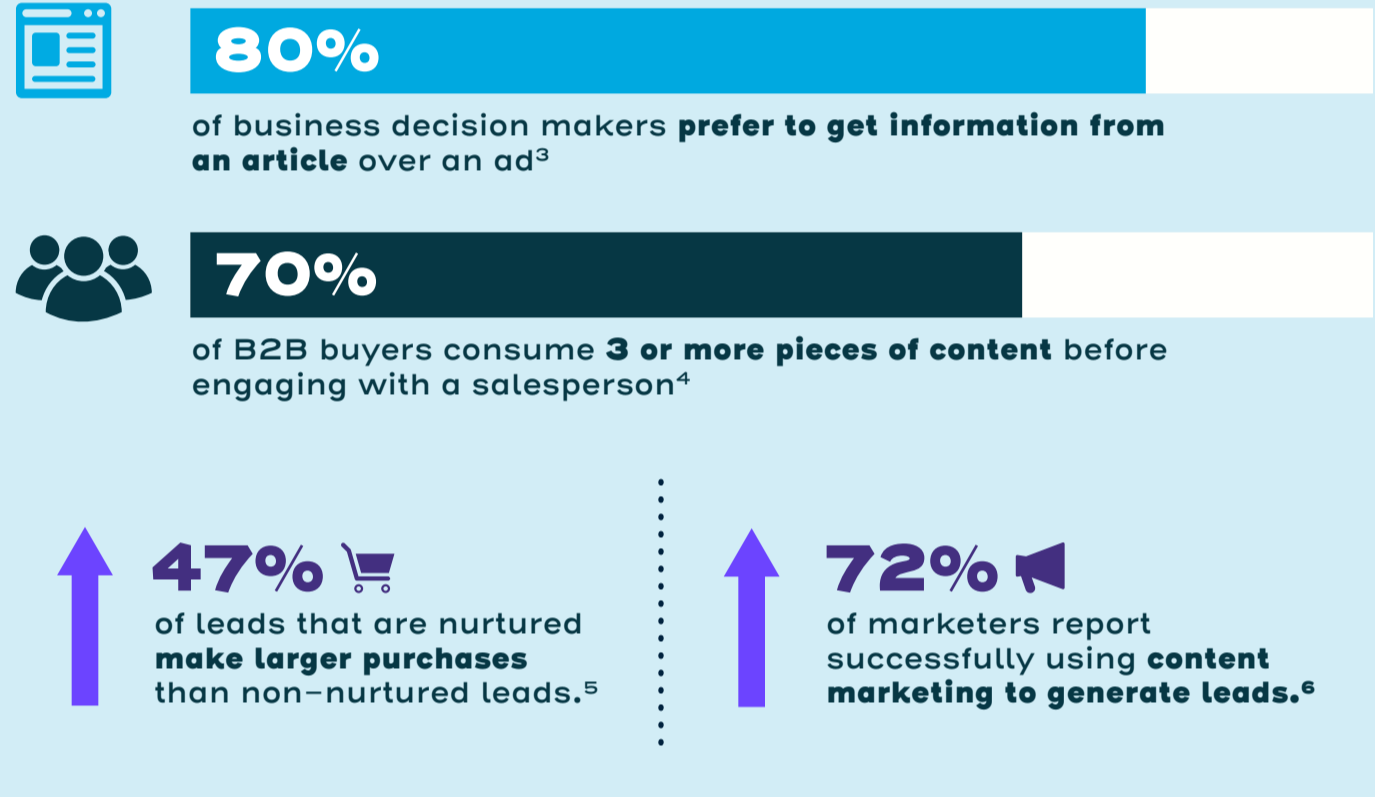


## If marketing agencies were a solar system...

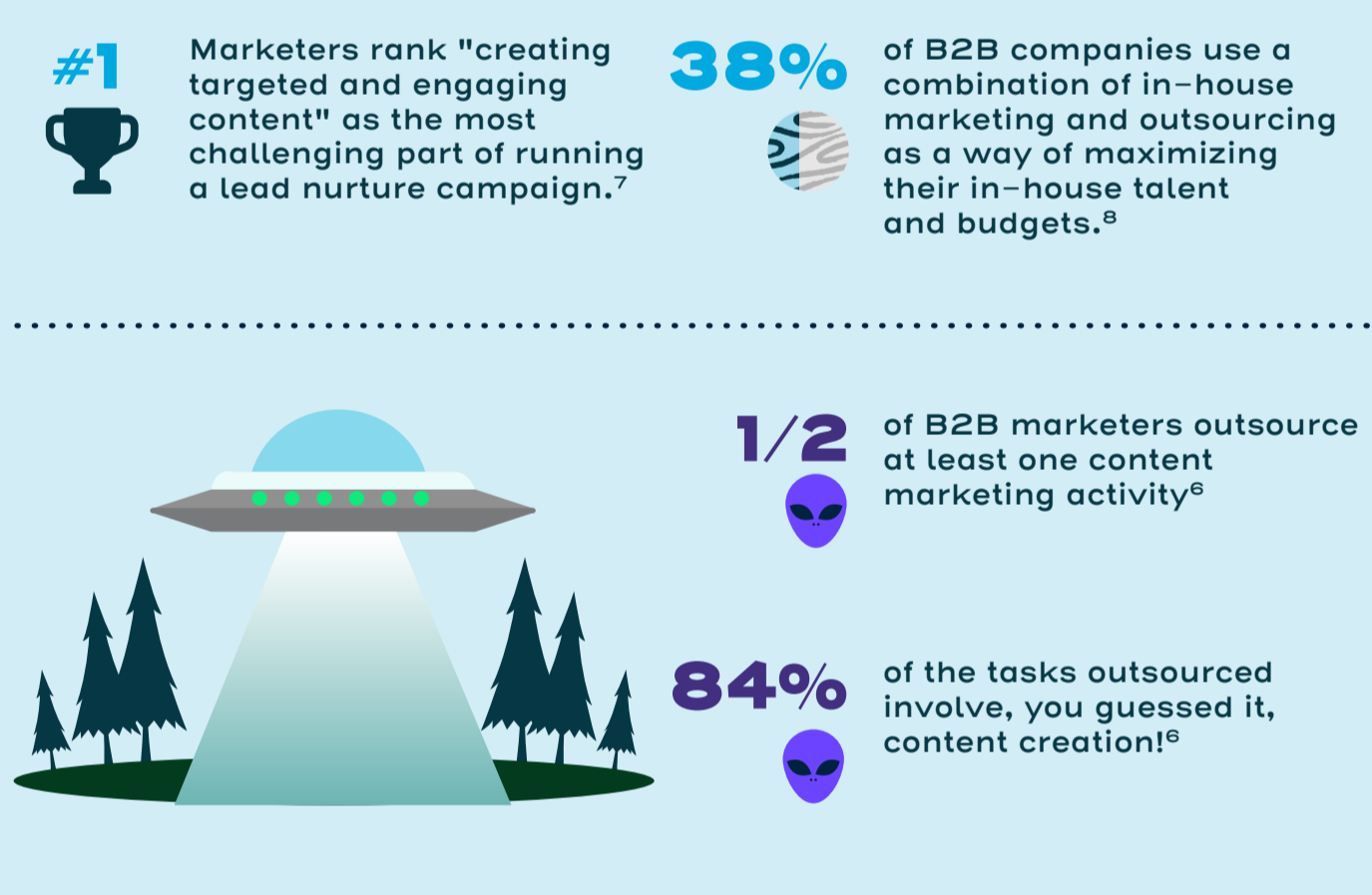
We're all orbiting the sun, some of us are just closer to it.



## Content marketing is essential to B2B growth.



## Content creation is the most commonly outsourced task among B2B marketers.



## The cost of hiring a content marketing agency vs. building an in-house content department with the same capabilities.

	Mix in-house and outsourced talent	Build an internal team
<b>\$185k</b> Average annual budget for B2B marketing teams <sup>9</sup>	Internal Marketing Coordinator  Content Marketing Agency	Director of Content Marketing  Graphic Designer  Copywriter
<b>Cost breakdown</b>	Marketing Coordinator salary: <b>\$105,000</b> <sup>10</sup> Yearly retainer: <b>\$120,000</b>	Director of Content salary: <b>\$105,000</b> <sup>11</sup> Graphic Designer salary: <b>\$65,643</b> <sup>12</sup> Copywriter salary: <b>\$84,623</b> <sup>13</sup>
<b>Total cost</b>	<b>\$191,590</b>	<b>\$255,266</b> before taxes/benefits
<b>Deliverables</b>	<ul style="list-style-type: none"> <li>✓ Full funnel content strategy</li> <li>✓ Highly skilled copywriter</li> <li>✓ Graphic design</li> <li>✓ Animation and live action</li> <li>✓ Content repurposing</li> <li>✓ Project management</li> <li>✓ Source files</li> <li>✓ Consistent content to feed your funnel year-round</li> </ul>	<ul style="list-style-type: none"> <li>✓ Full funnel content strategy</li> <li>✓ Highly skilled copywriter</li> <li>✓ Graphic design</li> <li>✓ Content repurposing</li> <li>✓ Project management</li> <li>✓ Source files</li> <li>✓ Consistent content to feed your funnel year-round</li> </ul>

Want to adjust the numbers? [Try our agency calculator.](#)

# The future of marketing is here. All you have to do is engage!

72% of marketers report their content marketing efforts are either unsuccessful or only moderately successful.<sup>6</sup>

That's where we come in! Content Matterz specializes in content that spans the entire B2B buyer's journey. [Check out our pricing, portfolio and services at contentmatterz.com](#) to start driving revenue with high-quality, well-placed content.

<sup>1</sup> Chief Marketer, "2019 B2B Marketing Outlook," 2019.  
<sup>2</sup> IBISWorld, "Watch This: Industry revenue is expected to grow as agencies adjust to the new digital media landscape," October, 2019.  
<sup>3</sup> HubSpot, "The Ultimate Guide to B2B Marketing in 2022," 2022.  
<sup>4</sup> DemandGen Report, "2021 Content Preferences Survey: Buying Committees Look for Visual Research, Influencer-Backed Content Experiences That Tell A Valuable Story," 2021.  
<sup>5</sup> Annuitas, "Let's Ease Into It."  
<sup>6</sup> Content Marketing Institute, "B2B Content Marketing, Benchmarks, Budgets and Trends," 2022.  
<sup>7</sup> Ascend2, "The State of Lead Nurturing Survey, Summary Report," May, 2021.  
<sup>8</sup> Statista, "Share of B2B companies who have dedicated in-house marketing teams in the United States in 2020," 2020.  
<sup>9</sup> Content Marketing Institute, "B2B content marketing 2020: Benchmarks, Budgets and Trends - North America," 2020.  
<sup>10</sup> Salary.com, "Marketing Communications Coordinator II," 2023.  
<sup>11</sup> Salary.com, "Director of Content Strategy," 2023.  
<sup>12</sup> Salary.com, "Graphic Designer," 2023.  
<sup>13</sup> Salary.com, "Copywriter III," 2023.

