

## **Is it Time to Hire a Marketing Firm?**

Whether you run an online shop, a small brick-and-mortar boutique, or a thriving aesthetic medical spa, the fact is you're going to need to customers. It's essential that you communicate who you are and what you have to offer effectively (to the right audience) in order to attract attention, make sales, or find new clients. This is why marketing matters.

While most businesses are aware that marketing is important, it's not uncommon for many to just wing it – posting images on social media, printing articles in local papers, and mailing out the occasional postcard advertisement. Without a cohesive marketing strategy, combining strong branding and storytelling with creative assets, such as content writing and graphic design, the success of your business is likely to suffer.

The solution? It really comes down to two choices: hire a marketing firm or build an in-house marketing team.

As a creative agency, we admit that we're biased when it comes to the topic at hand. But that's because we've seen the difference we can make in transforming a business from simply getting by to excelling. However, if you're trying to decide whether to hire a marketing firm or keep your marketing efforts in-house, consider the following:

### **Are You Already Operating at Full Capacity?**

You and your team are working at top speed every day and the to do list is only growing faster than you can cross items off. Rather than stretch yourself even thinner, it may be time to partner up with an agency that can support and build on your marketing efforts. Whether you are a photographer, small graphic design business, or a corporate company, transferring the time and effort it takes to grow brand awareness and, more importantly, paying clientele, to an agency of seasoned marketers can help you free up your own team to finally meet and surpass your goals.

### **You're Winging it**

Your business may have an Instagram account and a dedicated Facebook page, but that doesn't mean that you're an expert in online marketing. Working with a professional marketing team can bring a fresh perspective and new life to your business, especially if your branding and marketing strategies aren't effectively portraying what you have to offer. A marketing firm can examine what makes your business unique and build creative campaigns that highlight your strengths.

### **Are Your Conversions are Stagnant or Falling?**

If you've noticed that your business is making fewer sales, losing clients, or stuck on a plateau rather than climbing the mountain of success, it could mean that you're simply not reaching the right audience with the right message. A creative and experienced marketing firm can re-energize your marketing efforts to get the ROI you've been working so hard to achieve.

### **Look at Your Competitors**

Are your competitors prospering and overshadowing you at every turn? It may be that they have their own team of experts working diligently to reach more followers, connect with new markets, and

ultimately, increase profits. Imitation isn't just a form of flattery, it's a step in the right direction. If you're going up against professionals, it might be time to fight fire with fire to make sure your marketing is actually working for you.

### **What Does Your Budget Look Like?**

Hiring an in-house marketing specialist or building a marketing department can be a costly endeavor, both in terms of time and money. However, working with a creative agency offers the benefits of a team of experts without having to budget for a content writer, PPC specialist, social media marketer, graphic designer, and managing editor. You get the whole package for the cost of one.

### **At Dose Loui, We Create Success**

If you're considering whether a creative marketing firm can help your business, get in touch with us today.