# Should your small business hire an in-house marketing team?

**By Cameron Nakashima, Media Engagement Manager, Better Business Bureau Great West + Pacific**

If you’re among the [49% of small businesses](https://www.pewresearch.org/short-reads/2024/04/22/a-look-at-small-businesses-in-the-us/) in the U.S. with one to four employees, assembling your own marketing team might seem out of reach. For many of these businesses, managing social media channels or relying on strong word-of-mouth marketing might feel like your only option.

However, if your business is trying to grow sales, leads, awareness and more, marketing is essential – and Better Business Bureau (BBB) can help (more on that later).

But back to that central question: Is it worth hiring your own in-house marketing team? The answer comes down to examining whether it makes sense for your operation by asking these five questions:

## 1. Do you have clear strategies and goals in place?

Before hiring new team members to market your products or services, your brand needs to set clear objectives and growth goals. What specific outcomes are you hoping to achieve if you hire an internal team? Are you launching a new product? Boosting sales? Growing your audience?

Setting clear goals, budgets and marketing channels are all part of making your case for adding a marketing team.

After you have defined your goals, you’ll need to determine how you want to measure the success of those goals. Here are some key performance indicators (KPIs) to monitor:

* Website traffic
* Lead generation
* Conversions Customer Acquisition Cost (CAC)
* Customer Lifetime Value (CLV)
* Return on Investment (ROI)
* SEO performance
* Engagement metrics for digital ads and social media

## 2. How fast do you need to address marketing needs?

Speed is always something to consider when deciding whether to assemble your own team. If your business is constantly adapting to new market or industry changes, analyzing data, or creating real-time content for current trends, your own marketing team is better equipped to be nimble. If not, external help might move things forward faster.

## 3. What is your company's size and growth stage?

If you’re in the process of scaling up and need a dedicated team to manage marketing in-house, having your own marketing employees could be handy. As an example, think of big, recognizable brands with multiple TV, print or online ads. Those companies need dedicated teams who can interact with other departments to align their marketing plans.

If you’re running a local, small to medium-sized business, weigh your company’s growth with the need for a scaled-up marketing department.

## 4. How much would a marketing team cost?

A small marketing team can be made up of two or three people, but keep in mind, you’ll need to prioritize what skills that make sense for your organization. Marketing tasks could involve expertise in digital marketing, content creation, social media management, SEO or data analytics.

To hire a full-time team of creatives, many positions like graphic designers, copywriters and social media managers demand an average salary in the 60K-70K range according to [Indeed](https://www.indeed.com/). But keep in mind, market rates could vary depending on where you’re located, how competitive you want to be, as well as factoring in your provided benefits and other associated employee costs.

Additionally, you want to stay up to date with the trends and technologies that keep your team on the cutting edge. You’ll need to budget for technology, software, online marketing apps and platforms, training resources, office space, not to mention the costs involved for any paid advertising initiatives.

## 5. Is there another marketing option available to you?

Some business owners are fortunate to have team members who have some marketing skills, but when business is rolling, bandwidth can be scarce. In the meantime, this leaves many small businesses that don’t have the luxury of hiring extra employees looking for answers.

As mentioned at the start of this article, BBB can help. BBB-Accredited Businesses have access to a suite of marketing services; from digital ads to video production to billboards, these offerings are customizable, cost-effective, and consistent with current market rates. On top of it all, you’ve got a trustworthy team of experts dedicated to putting trustworthy businesses in the spotlight.

If you want to put the wheels in motion on applying for BBB Accreditation to grow your business, our team is always ready to [start a conversation](https://www.bbb.org/get-accredited/).