

Agency vs. Internal Team Comparison Grid

Criteria	Question	Points for Agency	Points for Internal Team
Expertise and Specialization	Does your strategy require access to a wide range of specialized marketing skills?	+2	+1
Value Proposition	Is it more important to generate the strongest ROI and outcomes even if the cost is higher?	+2	+1
Flexibility and Scalability	Do you need to scale marketing efforts up or down quickly based on market conditions or strategy?	+2	+1
Strategic Insight	Would external perspectives and insights benefit your marketing strategy development?	+2	+1
Technology and Tools	Do you lack the budget for advanced marketing tools and technologies and/or the internal team with advanced knowledge of these systems?	+2	+1
Operational Control	Is direct control over marketing activities and personnel a priority?	+1	+2
Brand Familiarity	How important is deep, intrinsic brand knowledge and alignment in your marketing execution?	+1	+2
Speed of Execution	Do you value immediate execution and the ability to make quick changes internally?	+1	+2
Collaboration and Culture	Is having your marketing team highly integrated within your company culture critical for your business?	+1	+2
Long-Term Cost	Are you prepared to invest in an internal team for the long term, considering salaries, benefits, and training and hold that team accountable to projected outcomes?	+1	+2

Scoring:

- Add up all the points from the "Points for Agency" column based on your answers.
- Add up all the points from the "Points for Internal Team" column based on your answers.

Recommendation:

- **If Agency points > Internal Team points:** Partnering with a marketing agency is likely the best choice for your business, offering flexibility, specialized skills, and a strong overall value proposition.
- **If Internal Team points > Agency points:** Building and investing in an internal marketing team might be the right path, emphasizing control, culture integration, and long-term brand alignment.
- **If Agency and Internal Team points are close:** A hybrid approach leveraging both internal team members and an agency partner may be the right approach for you.

This grid offers a structured way to quantitatively assess the trade-offs between an agency and an internal team. Businesses can use this as a guide to help make an informed decision based on their specific needs and priorities. Adjust the questions and points as necessary to fit your context or the nuances of the decision-making process within your organization.

