

20
23

EA



Reduce your overheads with outsourced marketing.

A quick guide to average marketing costs and how to
make the most of your investment



Marketing isn't cheap and, as a small business, it doesn't always feel easy to justify the expense. Even so, marketing investment on average in the UK is on the rise. Partly because the cost of services is increasing, but mostly because marketing is becoming an even more invaluable tool for creating loyal customers, increasing sales, and growing your business.

So, here is our guide to marketing costs and where you can reduce your overheads by outsourcing to an agency.

Contents.

01. The state of marketing investment – UK 2023.

Page 04

02. Typical marketing costs – what's included?

Pages 05–06

03. Our outsourced packages.

Pages 07

04. Hear the benefits of outsourcing from real companies.

Pages 08–09

01.

The state of marketing investment – UK 2023.

Marketing makes up roughly

13.6%

of a company's total budget in

2023

(according to Deloitte's Annual CMO Survey)

B2B product industries allocate, on average, roughly

7.8%

of revenue to marketing while B2B services allocate

5.9%

52%

of small business owners and marketers are spending

\$5–\$15,000

per month on marketing.

Deloitte stated that that tech industries should be spending

21%

of their revenue on marketing.

Source: [HubSpot](#)

Salaries for your team, from marketing strategists to designers to social media managers

Online advertising costs like PPC, LinkedIn Ads, and Google Ads



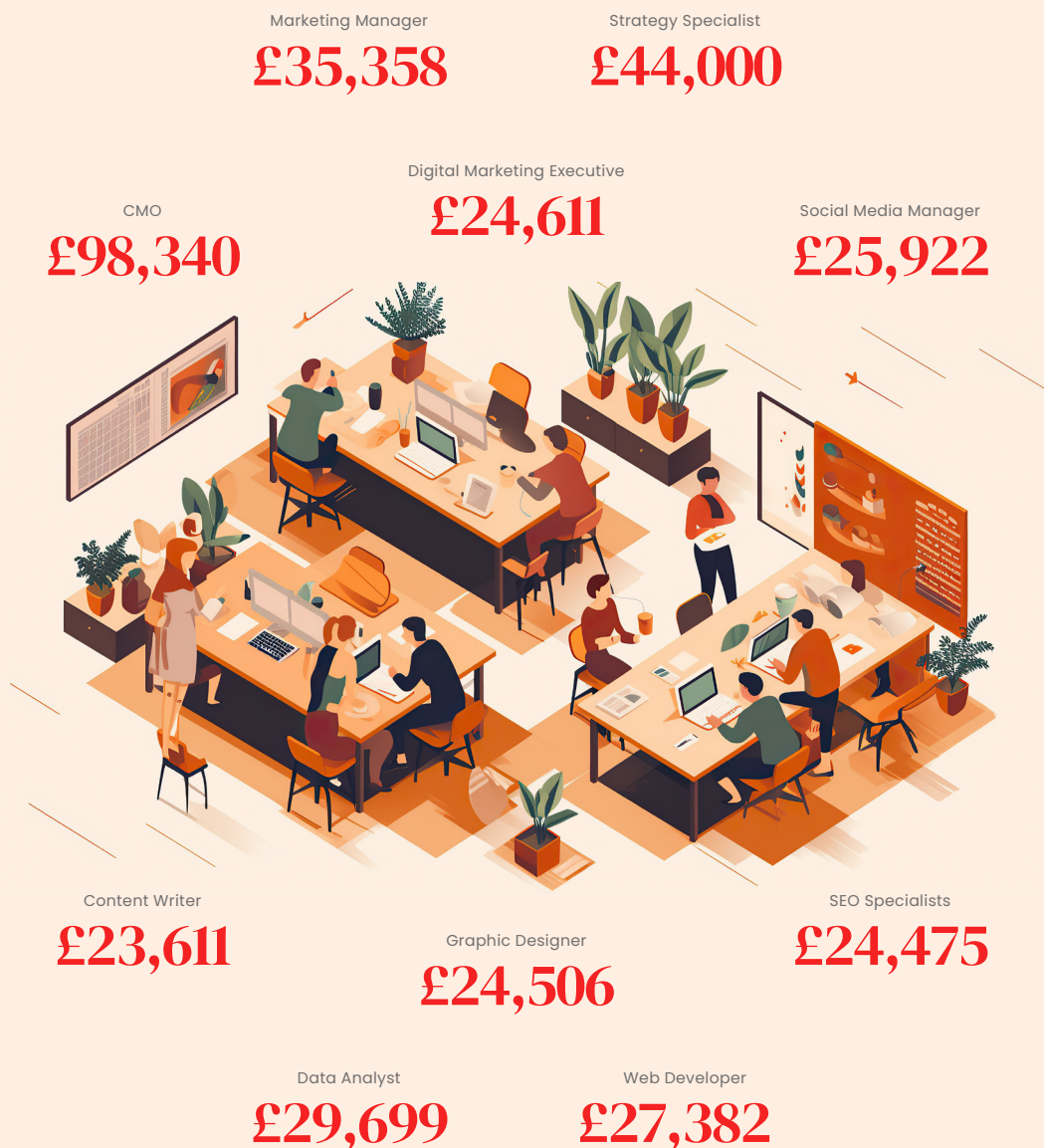
Partner service costs such as a paid media agency or video specialists

MarTech, just a few examples of which include a CRM (HubSpot), analytics tools (Google Analytics), social media management tools (HootSuite), content management tools (Semrush), design software (Adobe), and management tools (Trello)

Don't forget about the non-monetary investments you'll need to make:

- ☒ Time on recruitment and interviews
- ☒ Time on training and onboarding
- ☒ Research into best practice and trends
- ☒ Creating processes and infrastructure

Average salaries for marketing hires in the UK according to PayScale:



Source: [Payscale](https://www.payscale.com)

**A full marketing team =
£385,286/yr**

Marketing agencies have a bad reputation for being expensive, but when you compare the costs of in-house versus outsourced marketing, an agency provides a lot more for your money (especially as a small business).

Plus, with an agency, you get a team of specialists who can help you hit your goals faster, give you access to MarTech tools, provide outside perspective, and optimise your marketing budget.

03.

Our outsourced packages.

We are a full-service agency who can add valuable resource to your team or act as a complete outsourced marketing department.

Packages starting at **£6k per month** (£72,000 per annum), or **5K for charities**, get you:

- ✓ A skilled team including designers, account managers, content specialists, digital managers, social media managers, and strategy directors
- ✓ Monthly management, data analysis and reporting
- ✓ Strategic consulting
- ✓ Asset creation and delivery
- ✓ A suite of MarTech
- ✓ Process and infrastructure

[Head over to our website](#) to see more about our services and packages!

Other ways we (and you) can maximise your budget:

- Use evergreen content and update them regularly, such as educational or user help guides
- Repurpose valuable assets into other formats, such as turning a blog series into a downloadable eBook
- Relaunch successful campaigns with a few optimisations to improve results
- Focus on your best performing channels so resource isn't wasted
- Always evaluate your strategy and stick with what's most effective for your results
- Integrate organic and paid efforts to maximise results

Reduce your overheads with outsourced marketing.

04.

Hear the benefits of outsourcing from real companies.

Here are a few ways we've helped other tech companies make the most of their marketing budgets:



A valuable resource for scaling companies.

"They're an extension of our team, not only when it comes to content, but also with design and strategy. That means we're able to maintain our sharp positioning across all of the necessary marketing channels...EV are a great resource for companies who don't yet have the resources for that."

Blu Wireless, mmWave technologies

[Read the case study](#) →

RIVERSAFE

The output of an in-house team.

"EV feels more like a trusted, in-house team without the limitations of a standard agency. They deliver an end-to-end marketing service, with everything we need – from strategy to design to account management – and their strategic focus always ensures they get results."

RiverSafe, Cyber Security

[Read the case study](#) →



Part of the SETsquared Partnership

Providing expert insight and skills.

"EV did more than we initially expected – they turned our knowledge into a high-quality and creative digital tool which has diverse use cases. The EV team was extremely easy to work with; they delivered everything to an impressive standard and very efficiently."

SetSquared, Incubator

Read the case study →



Agile optimisation to maximise budget and results.

"EV's campaign work has been a great success. They continually refreshed their work to get the best results and to meet the quickly changing market demands. Their reactive efforts have led to several exciting meetings with companies from our target list."

Trailight, Compliance Technology

Read the case study →

Let's discuss how to make the most of your marketing budget.

Get in touch to set up a no-obligation consultation at info@estrellaventures.com or [0117 251 0430](tel:01172510430).

20
23

EV



Certified



Corporation

Contact

info@estrellaventures.com
0117 251 0430

Head Office

Estrella Ventures
Clockwise
Generator Building
Counterslip
Bristol
BS1 6BX