

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.¹ But which type of agency is best at doing so?

The world has So. Many. Agencies.

433k

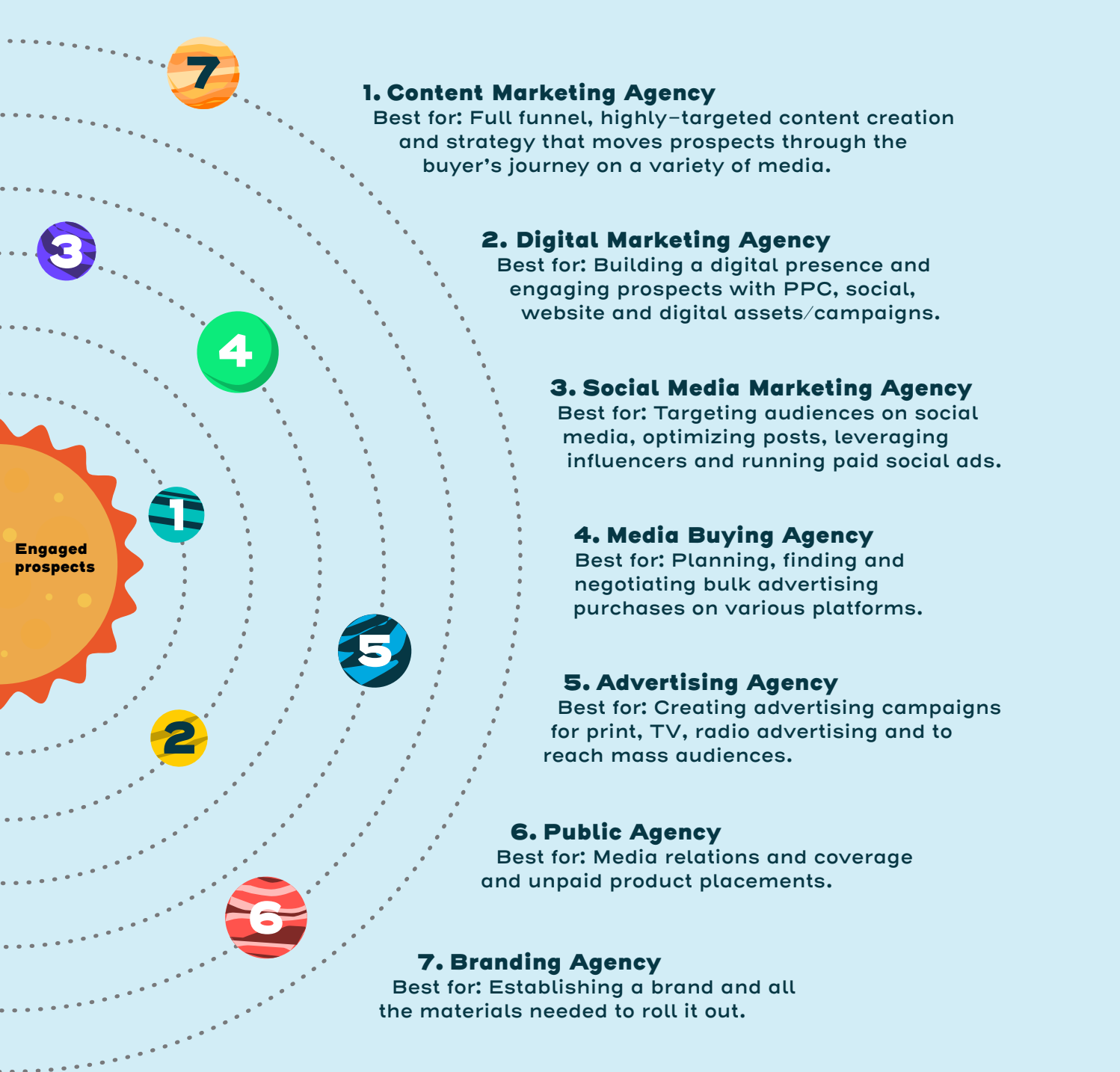
Approx. number of advertising or marketing agencies operating in the universe.²

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

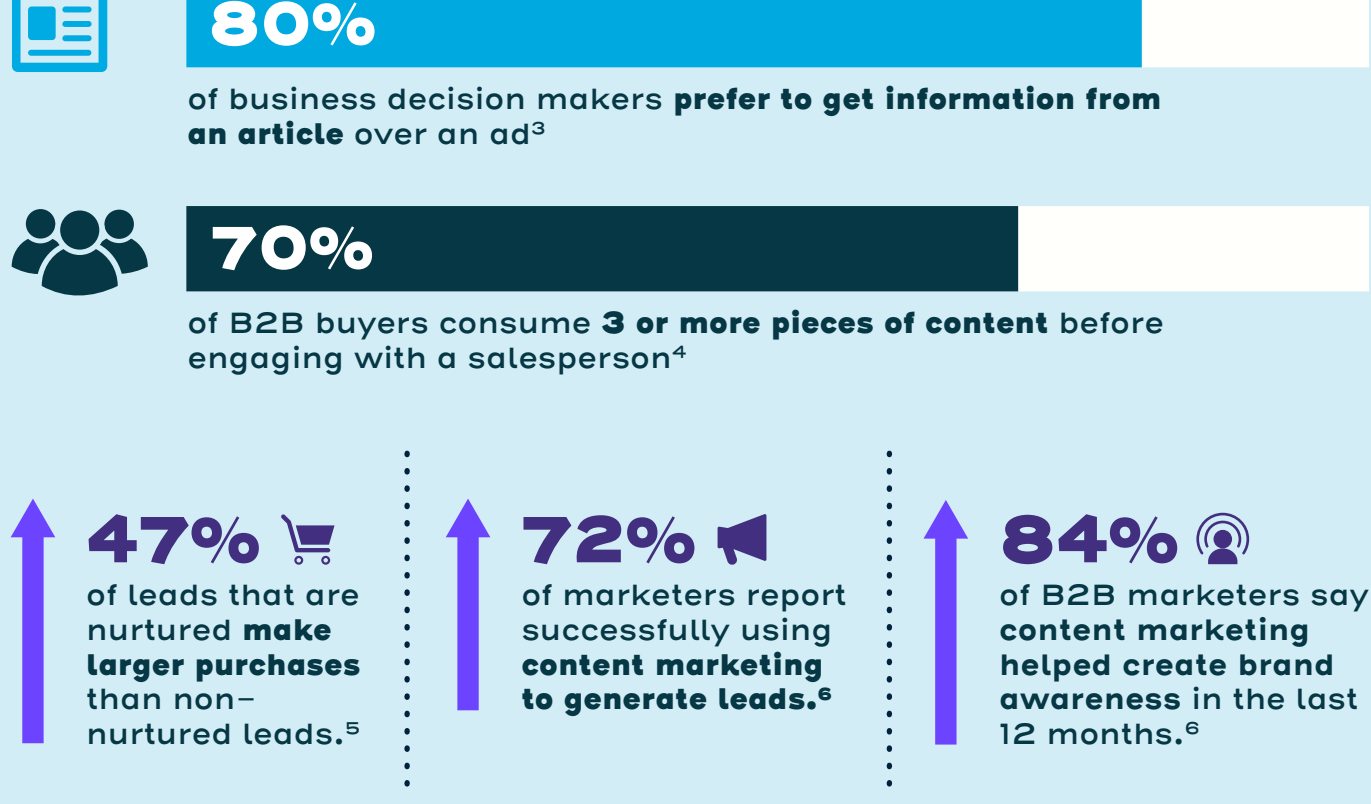


If marketing agencies were a solar system...

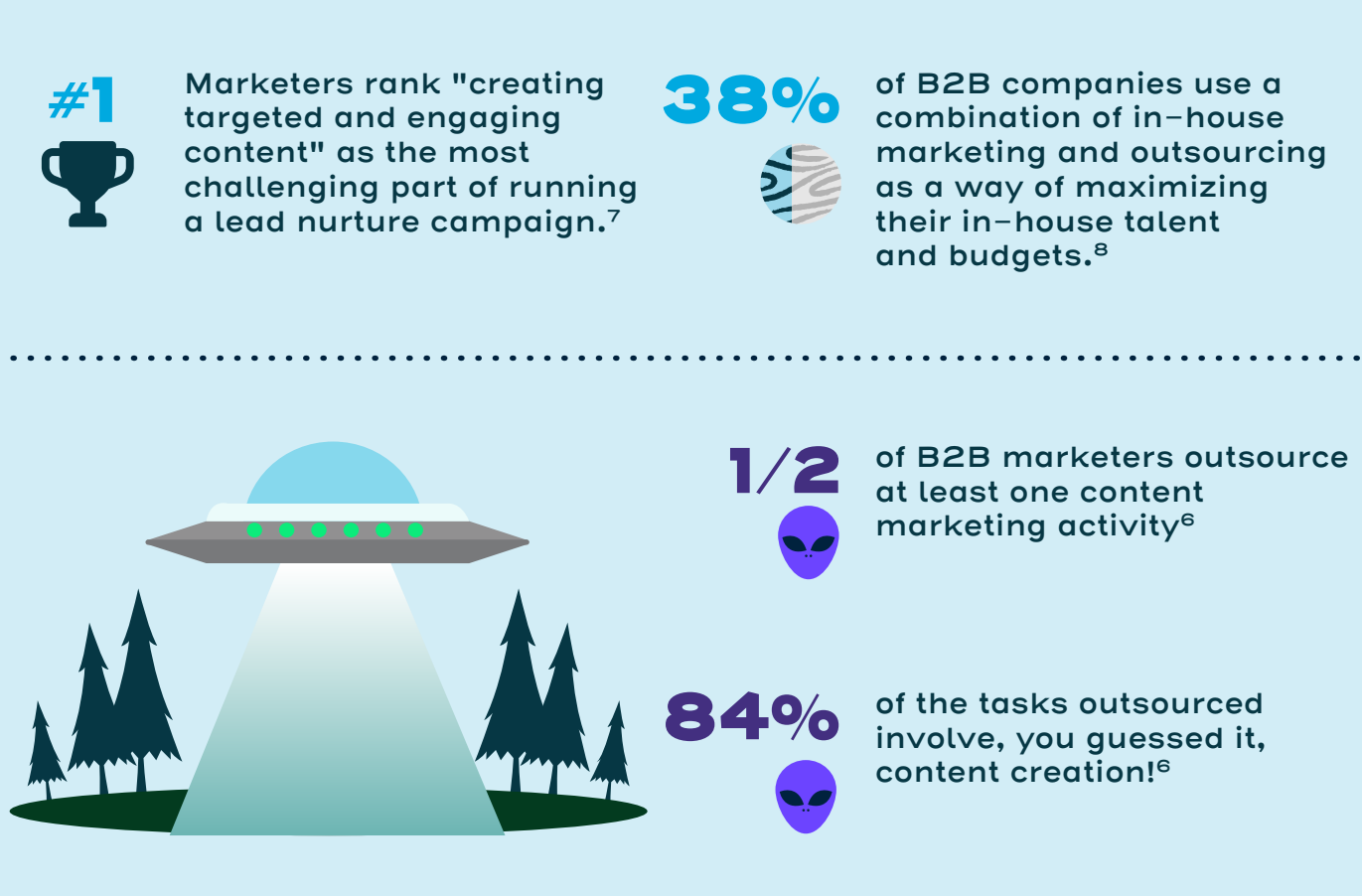
We're all orbiting the sun, some of us are just closer to it.



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. hiring internal content talent.

	Marketing Director	
<p>\$185k Average annual content marketing budget for B2B marketing teams⁹</p>	<p>Outsourced talent</p> <p>Content Marketing Agency</p>	<p>Hire internal content talent</p> <p>Content Marketing Coordinator</p> <p>Graphic Designer</p> <p>Copywriter</p>
<p>Cost breakdown</p>	<p>Yearly retainer: \$120,000</p>	<p>Content Marketing Coordinator salary: \$65,068¹⁰</p> <p>Graphic Designer salary: \$69,073¹¹</p> <p>Copywriter salary: \$87,925¹²</p>
<p>Total cost</p>	<p>\$120,000</p>	<p>\$222,066 before taxes/benefits*</p>
<p>Deliverables</p>	<ul style="list-style-type: none"> Highly skilled copywriter Graphic design Source files Consistent content to feed your funnel year-round Full funnel content strategy Animation and live action Project management Campaign Execution HubSpot Expertise 	<ul style="list-style-type: none"> Highly skilled copywriter Graphic design Source files Consistent content to feed your funnel year-round Project management

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

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

That's where we come in! Content Matterz specializes in content that supports partner marketers and their partners. [Check out our pricing, portfolio and services at contentmatterz.com](#) to start driving revenue with high-quality, well-placed content.

*estimate as of Q3 2024
1 Chief Marketer, "2019 B2B Marketing Outlook," 2019.
2 Statista, "Number of advertising agencies worldwide from 2014 to 2024," 2024.
3 HubSpot, "The Ultimate Guide to B2B Marketing in 2022," 2022.
4 DemandGen Report, "2021 Content Preferences Survey: Buying Committees Look for Visual Research-Influencer-Backed Content Experiences That Tell A Valuable Story," 2021.
5 HubSpot, "30 Thought-Provoking Lead Nurturing Stats You Can't Ignore," 2022.
6 Content Marketing Institute, "B2B Content Marketing, Benchmarks, Budgets and Trends," 2022.
7 Ascend2, "The State of Lead Nurturing Survey: Summary Report," May, 2021.
8 Statista, "Share of B2B companies who have dedicated in-house marketing teams in the United States in 2020," 2020.
9 Content Marketing Institute, "B2B Content Marketing 2020, Benchmarks, Budgets and Trends - North America," 2020.
10 Salary.com, "Content Marketing Coordinator," 2024.
11 Salary.com, "Graphic Designer," 2024.
12 Salary.com, "Copywriter III," 2024.

