ContentMatterz

THE MARKETING AGENCY UNIVERSE

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.



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.



Best for: Full funnel, highly-targeted content creation and strategy that moves prospects through the



Content marketing is essential to B2B growth.



80%

of business decision makers prefer to get information from an article over an ad³



70%

of B2B buyers consume 3 or more pieces of content before engaging with a salesperson⁴

47% 🔄 of leads that are nurtured **make** larger purchases than nonnurtured leads.⁵

72% 🛪 of marketers report successfully using content marketing to generate leads.⁶

84%

of B2B marketers say content marketing helped create brand awareness in the last 12 months.6

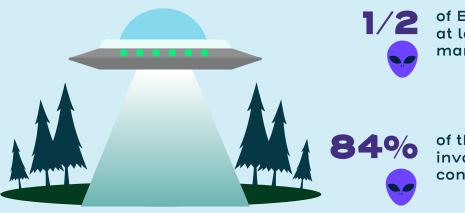
Content creation is the most commonly outsourced task among B2B marketers.



Marketers rank "creating targeted and engaging content" as the most challenging part of running a lead nurture campaign.⁷



of B2B companies use a combination of in-house marketing and outsourcing as a way of maximizing their in-house talent and budgets.⁸



of B2B marketers outsource at least one content marketing activity⁶

of the tasks outsourced involve, you guessed it, content creation!6

The cost of hiring a content marketing agency vs. hiring internal content talent.

| | Marketing Director | |
|---|-------------------------------|--|
| \$185k Average annual content marketing budget for B2B marketing teams ⁹ | Outsourced talent | Hire internal content talent |
| | Content Marketing Agency | Content Marketing Coordinator Graphic Designer Copywriter |
| Cost breakdown | Yearly retainer: \$120,000 | Content Marketing Coordinator salary: \$65,068 ¹⁰ Graphic Designer salary: \$69,073 ¹¹ Copywriter salary: \$87,925 ¹² |

| Total cost | \$120,000 | \$ 222,066 before taxes/benefits* |
|--------------|--|--|
| Deliverables | ✓ 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 | ✓ 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.

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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.

- 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 T ets 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, "Copywriter III," 2024.