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# In-House vs. Agency: A Paid Search Debate

A White Paper

## Scenario of Internet Marketing, Including Paid Search Marketing

The internet marketing is considered as one of the largest mediums to increase the sales of a company. Whether it is SEO (Search Engine Optimization) or paid search, both bring out highly effective results to a web based business. Within the last few years, the Internet marketing industry has doubled in size and by 2014 it is expected to surpass \$55 billion in revenue. This clearly shows the excessive boom in the internet marketing industry.

However, to talk about paid search marketing specifically, with every passing day, more and more business owners are getting to believe the idea that paid search marketing is an irrefutable way to drive traffic to a website and to increase Return on Investment (ROI). It is the first time ever that the "online ad spend" is expected and forecasted to exceed print advertising. Also, according to eMarketer.com, the online ad spending is predicted to increase by almost \$7 billion next year. The statistics show the severe level of competition that has emerged in the paid search game.

With the digital wave, many companies have started turning to the paid search for elevating their marketing initiatives. Now, whether you have forayed in to the paid search medium yet or not, a very common question that most businesses struggle with is whether they should venture PPC in-house or outsource to an agency. There are various factors, which should be considered carefully before taking the final call. There are pros and cons, of both, that need to be considered.

### **Time and Expertise**

An in-house team generally does not have the same amount of experience and perspective as a marketing agency has. The in-house team has other organizational objectives also to devote time to. But by handling multiple clients at a time and practicing insights across various industries, a marketing agency gains much more exposure and experience that is invaluable. This consequently, leads the agency to deliver highly innovative and high-performing paid search campaign.

### **Keeping Update of the Latest Trends**

In the ever-evolving field of paid search marketing, it is really significant to not only keep an update on the latest trends but to also stay ahead of them. This is a challenge in any industry, which most of the in-house marketing teams fail to accomplish. The reputation of top agencies provides natural ways to learn about marketplace needs and find ways to meet them.

### **Reduction in Costs**

By constantly showing results and delivering excellence in work, a hired agency saves its client's money and helps the company to reduce costs and increase ROI. This is done generally by working on granular account configuration, strategy development and testing. Also, many times, agency management costs can be cheaper than employing someone full time on some campaigns.

### **Multi-Tasking**

Most of the digital marketing agencies do multi-tasking and offer you other services as well other than the paid search marketing, such as managing SEO, display, PR, article marketing, social media, email marketing and even web design. This brings your every requirement under one umbrella that would help your business in a broader way.

### **Best Service**

A digital marketing agency always tries its best to provide service according to your budget. This is because, as a subcontractor, it's their specialty and also would never want the client to move to its competitor.

### **Talent Retention**

It is always difficult retaining the talented employees in the in-house marketing team of a company. The reason being, in a digital marketing agency an employee has other colleagues as well who are of the same field and have expertise in their field. This motivates the employee as work becomes fun working with the people of similar background and also the employee gets a chance to enhance his/her knowledge every day.

### **Accountability**

If you are looking for the highest level of accountability and results with your marketing representation, a digital marketing agency is, indeed, a better option for you. An agency has the expertise and experience in handling multiple projects at a time, which not only make it proficient in its work but more accountable to its work.

### **Conclusion**

As evident from the above factors, hiring an agency holds more weightage rather than doing it in-house. All the requirements of search marketing such as strategy, collaboration, continuous education, accountability and best practices, which are strong enough to reach both sides of the fence can be provided by a digital marketing agency more effectively and efficiently as compared to the in-house team of a company.

Thus, it would be quite apt to mention that you might need an agency if:

- You don't have the time and expertise to personally manage your campaigns in-house.
- Your current advertising agency is not experienced in paid search marketing with a dedicated PPC practitioner.

## About ISHIR

ISHIR is a global diversified outsourced IT services company and we make outsourcing successful for our clients.

We assist our clients to achieve their business objectives by successfully outsourcing their non-core business processes and functions in the areas of technology and digital marketing.

We have been part of the outsourcing industry since 1999 and have successfully implemented strategic offshore programs in the areas of custom software development, software product development, casino game development and outsourced digital marketing production services to India. ISHIR has been servicing clients thousands of miles away, maturing into a core dependable extension of a client's internal team.

ISHIR has extensive experience in providing outsourcing of non-core business processes - **IT functions** (Custom Software Development, Software maintenance, SharePoint consulting and development, mobile app development, software testing, Remote Managed IT services, Cloud and Software Virtualization solutions), Interactive (web design and development, game development), Managed Web Hosting, setting up Built Operate Transfer (BOT), specialized R&D facilities, and **non-IT functions** (Digital Marketing (Search Engine Optimization, Paid Search, Display and Social Media marketing services) Business Process Outsourcing (Data Entry, Data Cleansing, Lead Generation, Research, Photo Editing, Online Customer Support, Finance)).

We have vast experience in offshore outsourcing and have matured into a dependable outsourcing partner providing substantial value and savings to our clients, often exceeding up to 65 percent. We leverage our people, processes and effective use of technology to catapult our clients to achieve their business potential.

**Next Step: Discover how ISHIR can accelerate the success of your business. Contact us today:**

### Headquarters

17719 Misty Grove Dr.  
Dallas, Texas 75287, USA  
T: +1 (888) 99-ISHIR  
P: +1 (214) 295-5318  
F: +1 (214) 292-8838

### Oregon

1225 West Burnside Street  
Suite 310  
Portland OR 97209, USA  
T: +1 (888) 99-ISHIR  
P: +1 (214) 295-5318

### London

1<sup>st</sup> Floor, 71 Leonard Street  
London EC2A 4QS  
UK  
P: +44 (20) 7193-7744  
F: +1 (214) 292-8838

### Offshore Delivery Center (ODC)

A-5 Sector 57  
NOIDA 201301, India  
P: +91 (120) 466-0000 x 6013  
VoIP: +1 (415) 738-4979

### California

418 North Crescent Heights  
Los Angeles, California 90048  
USA  
T: +1 (888) 99-ISHIR  
P: +1 (214) 295-5318

## For More Information

For more information about ISHIR services and solutions, call +1 (888) 99-ISHIR (47447) or email [inquiry@ishir.com](mailto:inquiry@ishir.com) . To access information using the World Wide Web, go to: [www.ishir.com](http://www.ishir.com) and [www.ishirdigital.com](http://www.ishirdigital.com).