Should You Hire an Agency or Do Your Web Development and Marketing Yourself?

If you are a small business owner or are helping to manage the everyday operations of an SME, you'll likely be aware that there are lots of considerations that need to be taken when it comes to decision making. You may feel that there are lots of small decisions to make that add up to have a larger impact on the wider business operations, and you would be absolutely correct in this assumption. There is a lot at stake in businesses of all sizes, and a wrong move can set you back financially and even have an effect on your company's reputation.

Web development and digital marketing are just some of the things you may be responsible for, and it can be difficult to know whether it's best to invest in the skills of a specialist agency or to try and manage these things in-house. There is no one size fits all approach to web dev and digital marketing, and the right path for your business depends on several factors. If you find yourself wondering whether you can realistically manage everything in-house or will need to get help, this article will help you make your decision a good one.

Do you have the skills in-house?

Many large companies will have the budget available to develop their own in-house capacity for web development and digital marketing, but on the other hand you might be surprised by how many well known enterprises do outsource these things. The trap for many smaller and medium sized businesses is to try and manage everything themselves, even though they might not have staff that are skilled enough to be effective. This is especially true of web development, because even though it is possible to make some small changes to a website without being an experienced developer, anything more complex will generally be unattainable.

Most companies in this position will assign a budget to external developers such as a ***Magento development agency*** who can manage their website or indeed build them a new one from scratch or from a template, and will try and manage their more everyday digital marketing tasks in-house. This makes sense because their digital marketing often takes the form of social media posts and blogging which are more easily managed by someone with limited experience, and the more technical tasks will be left for the professionals. If you have someone who is competent enough to do your blogging and social media in-house then this can save you some money, but you may like to hire an agency to look after this if possible, because you really do get what you pay for and may be doing your business a favour.

How much time can you spare?

It is all well and good to start with the intention of managing things yourself, but what starts as something that can be done relatively quickly and does not feel like too much of a chore can quickly fall by the wayside in a busy company. Many people believe they will have time for their own site management and marketing, but as their business grows they will find that their available time for these tasks gets smaller and smaller. You need to be realistic about how much time you can dedicate to these tasks throughout the week or month, and if you started out with plenty of time but are finding your situation has changed then it may be time to look for external help in the form of experienced web developers and digital marketers.

What are your goals?

Goals are vital in business because they help us to stay on track and keep everyone focused. If you have some ambitious goals in terms of growth then these can be extremely difficult to achieve without help. It can be extremely beneficial to invest in an outsider's opinion because they are emotionally removed from the situation and can assess your company with a more critical eye, bringing fresh viewpoints to the table. An agency will take the time to understand your goals and will work within your budget to help you achieve them in a more effective way.

Resources:

- Magento Support UK - IBM
- Magento 2 Support - Caramella
- Magento Support Agency - Navigio