



Implementing a Marketing Infrastructure: “Internal versus Outsourcing”

Components and Requirements for a Front-end Marketing and Sales Infrastructure

- Developing processes and controls for staff to operate and leadership to manage including:
 - Lead generation and Lead Management
 - Market awareness programs (relationship touches, social media, collateral materials, etc.)
 - Programs required to secure market feedback/intelligence necessary for continual improvements in areas of strategy, target marketing, marketing and sales initiatives, and improving processes
- Develop, purchase or lease of technologies required to integrate with and enable processes including:
 - CRM (Customer Relationship Management)
 - Marketing Automation Software
 - Lead Management Systems
 - Email Marketing Systems
- Staffing to develop, execute and manage the processes including:
 - Experienced and knowledge marketers which have the ability to develop processes, integrate technologies, train staff to execute (in-house and/or consultant fees)
 - Staff to tactically execute processes (must be trained to utilize processes and technologies)
 - Company management to supervise, develop/retain staff, schedule and supervise staff activity and manage teams to meet expectations and produce desired results.
- Based on our expertise and experience with these types of process models and systems, Athena estimates that **firms can invest up to \$200,000 to \$300,000 over a two (2) year period** to implement the process model and systems identified above (as a best practice marketing infrastructure solution).

Items to consider when evaluating a Front-end Marketing and Sales Infrastructure:

1. Hiring a lower-skilled staff member to execute the process activities can range between \$45K to \$50K in total annual compensation and benefits. It can take 3-6 months to secure the right skill level and another 3-6 months just to train them adequately. Skill sets compensated at the lower-end will typically provide less than desired results and take more time and effort to achieve the learning curve (regarding process, enabling technologies, your business, markets, etc.).
2. If you are looking to develop and implement a best practice marketing infrastructure, consider that it will typically take about 2-3 different skill sets (people) and experience to create and operationalize a process similar to that of Athena’s model.
3. What’s the value of speed to market and leveraging an experienced staff, with all the appropriate skill sets, proven process model, enabling technologies, industry experienced team that understands your industry and target markets?



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