



5 Reasons Why Choosing Digital Flavor Will Save Your Company Money & Propel Your Business Forward

1

Hiring An Unknown Is A Risk

THEM

Hiring an unknown is often a risk. When it comes to SEO, most younger new hires have the appearance of being in touch with what is going on in the industry. In reality, most lack the experience to be effective and in touch with the real world to provide results that matter.

US

Digital Flavor is comprised of industry professionals that have real world experience. We have worked for industry leading SEO providers and maintained clients of our own. Our team of professionals have experience and knowledge outweighs that of a new hire.

2

Hiring A Full Time SEO Is Hiring One Skill Set

THEM

Hiring an employee to do SEO limits your reach. They may only know SEO or a little bit of everything. What a company needs is SEO, a Designer for marketing and conversion, and a skilled writer. You would have to hire at least 3 people to get what you really need.

US

Digital Flavor is has an experienced SEO professional, a seasoned graphic designer, and top notch writers. These three elements, when combined correctly provide you with greater flexibility and a far more effective use of your dollars. In the end, Digital Flavor is more affordable.

3

Hiring A Full Time SEO Is A Bigger Risk

THEM

Hiring a new hire is more often than not far more expensive. You don't have time or money to train an inexperienced person whos heart may or may not be into their work.

US

Digital Flavor is made up of a team of people that are personally invested in their careers and make a daily constant effort to maintain a level of knowledge and professionalism to remain on top of their game. The outcome is a more dedicated and invested result.

4

Hiring A Full Time SEO Can Be Way More Expensive

THEM

Hiring a full time employee may seem like a good idea. It depends on the level of pay you are able to invest in that employee and their skill set. You will have to pay not only their salary but all also for tools, equipment, taxes, and all the other fees associated. It's a big expense.

US

With Digital Flavor, you can get a level of service of three different skill sets, at a professional level, and get quality and lasting results that for often a lower cost than that of hiring a full time employee.

Here's a challenge for you.

Go online, find a job board – the more targeted it is towards marketers, the better—and then announce that you're looking for an inbound marketer.

Prepare yourself.

You're about to receive a slew of emails from liberal arts students, stay-at-home moms, retired history professors, and even that kid who works at the Starbucks down the street. "I'm the perfect inbound marketer," they'll claim. "I'm always on Facebook!"

With so many social media channels available to the public today, everyone suddenly fancies themselves a social media marketing guru.

Some will even go as far as add it to their resume and then market themselves as a Social Media Brand Ambassador, Social Media Strategist, Social Media Marketer, or whatever other title they can dream up.

But let's face it; it's hard to find a real inbound marketer who actually knows what they're doing and has proven it with results. What you really need is someone who knows more than Facebook. A professional who turns your rough marketing plan into a gem that makes puts your ROI through the roof.

What does a superstar inbound marketer look like?

Finding the perfect inbound marketer for your team—someone who not only lives and breathes inbound marketing, but also has the right skills, shares your vision for the future, and will stop at nothing to take your business to places you've only dreamed of—isn't an easy task.

After all, your business is no place for any run-of-the-mill inbound marketer. What you need is a superstar who truly believes in the success of your business.

How can you spot such a smart, enthusiastic, and compatible superstar in a sea of Twitter-addicted self-proclaimed social media gurus and a-dime-a-dozen inbound marketers who are just in it for the paycheck?

Examine each candidate carefully and seek out these five elements for the perfect inbound marketer (yield: one awesome employee):

1. Extensive experience

Experience is paramount when it comes to finding the right inbound marketer for your business.

While it's true that the perfect candidate could be fresh out of college with little to no experience but a very high aptitude, it would still be unwise to hire this person as your lead marketer.

Your business doesn't have the time and resources to be a guinea pig for an inbound marketer who's still trying to find their footing.

You need a seasoned inbound marketer who has all of the knowledge and experience necessary to make your business succeed right off the bat.

Solution: The best way to determine a candidate's competency as an inbound marketer to ask about their past campaigns. Have them show you their portfolio and explain what they have accomplished in the past.

2. Diverse skills

While it's up to you to decide just how seasoned you want your inbound marketer to be, there are some diverse skills your ideal candidate must have under their belt:

Basic Coding Knowledge: Part of being an inbound marketer is publishing content on content management systems, email marketing platforms, and social media channels. This task requires basic coding knowledge. HTML and CSS are necessary, and knowledge in JavaScript or PHP is a huge plus.

Marketing Automation: Your marketer needs to understand how to implement marketing automation software such as HubSpot or Infusionsoft. Be sure to find out whether or not your candidate has any experience with marketing automation.

Eye for Design: Even the best content in the world will be ignored if it's not displayed in a way that's appealing and optimized for all digital devices. Your inbound marketer doesn't have to be an award-winning designer, but they still need to be able to recognize and appreciate good design.

Big Picture Vision: Your marketer should take into account your business's goals and needs, as well as all viable strategies to create a successful inbound marketing campaign. Without an inbound marketer there to visualize the campaign as a whole and take the necessary steps to meet all of the goals, the entire campaign will tank.

3. Outstanding writing ability

Successful inbound marketing is impossible without great content. Your inbound marketer will be responsible for getting engaging content produced on a regular basis.

Content is what will keep people coming back to your website, so you better hire one who can write really well.

Not only that, but your inbound marketer must also have a keen eye for grammatical errors and a knack for writing killer headlines.

Great writing can launch your rankings, traffic, and conversions. And is a key part to your inbound marketing plan.

3. A clear vision for your business

Of course, it's always important to see eye to eye with each of your team members, but it's extra important to be on the same page as your inbound marketer.

The more your inbound marketer understands what you're looking for, the more they will be able to meet (or hopefully exceed) your company's goals.

Before you hire someone, you need to determine if this person can gain a clear vision of your business and see where it needs to go.

Give them a test! Find out what a prospective marketer might suggest for a 30, 60, 90, or overall inbound strategy.

Make sure you're both on the same page.

4. Flexible and adaptable

The internet is evolving faster than ever.

New social media, advertising, branding, and a zillion other types of trends emerge every day. This fast-moving industry is going to eat your business alive if your inbound marketer doesn't stay on top of the trends at all times.

That's why you need to hire an inbound marketer who can roll with the changes with a smile on their face.

That means continuously learning new trends, questioning old marketing tactics, and adapting your company's inbound marketing strategies accordingly.

Here's a tip: Don't hire anyone who calls themselves an SEO marketer (or even has 'SEO' in their job title). In case you haven't heard, SEO is dead, and any good inbound marketer will know that.

5. A go-getter personality

A good inbound marketer gets stuff done, one way or another. In other words, you should never, ever bring a passive person on board to run your company's inbound marketing campaign.

Your inbound marketer needs to be reliable, tenacious, and vigorous enough to meet tight deadlines, make difficult decisions on the spot, and produce results.

They need to have what it takes to get stuff done, stat.

Now what?

You think you found the perfect inbound marketer. Now what?

Finding a superstar marketer is only half the battle. There are certain things that need to happen in order to experience results with inbound marketing. Let's talk about what you can expect as you and your inbound marketer get started.

It takes more than just busy work to get your campaign going. Half-hearted efforts may make you feel good for trying, but they won't actually help those ROI numbers creep up.

Your newfound team of marketers has various skill sets. You've got to get them working synergistically to really make things happen.

What can you expect this group of coders, writers, designers, search engine experts, and social media wizards? What will it look like when they are working in harmony on a solid strategy that will bring the returns?

1. Results

Partnering with your inbound marketing agency increases your chances of actually getting results. Especially when compared to doing it yourself.

What you need is more traffic, more leads, and more customers. What you don't need is more excuses, more "good tries," and more failed attempts.

Your inbound marketing agency has already worked out the kinks. They have figured out what works and what doesn't, which means they have the ability to put you on a fast track toward success.

But hold your horses. The organic workings of the internet universe can take some time. The years of experience your inbound marketer has, means you'll get there ahead of the DIY-ers. You're all the closer to achiev-

ing those rankings, traffic, and customer conversions.

2. Cost

Relying on an in-house team to handle your marketing is expensive, not to mention time consuming. Partnering with the right inbound marketing agency is far cheaper than doing it yourself.

To be successful with your inbound efforts, you need to be doing the following on a regular basis:

- Designing landing pages, emails, ads, and various graphics
- Coding with HTML, CSS, Javascript, and maybe some PHP as well
- Creating ongoing SEO campaigns while keeping up to date with the latest search engine trends
- Creating online social media campaigns and growing your social reach and influence
- Constantly coming up with new copy for various pages, ads, and posts
- Creating a massive amount of engaging, value adding blog content
- Creating offers, e-books, calls to action, and lead nurture tracks

You get the idea. Sounds expensive, doesn't it?

All that work could add up to more than \$300k a year if you had to hire half a dozen industry experts yourself. Luckily you're getting all of that with your inbound marketing agency. And probably for much, much less.

3. Bandwidth

Now that you have an idea of the time, expertise, and work that goes into your inbound marketing plan, you probably see that it's a project management nightmare.

Your time and energy are valuable and when you spread them too thin, the quality of everything you do starts to decline. This fact isn't true because you're weak, it's because you're human.

Sure, you could figure out this inbound stuff, there's no doubt about that, but is it really worth the time investment?

In most cases, the answer is definitely a resounding no. Your partnership with an inbound agency will allow you to keep laser focused on what you do best so you can make the most of your time, knowledge, and skills.

Your inbound marketing agency will keep your bandwidth open for more important concerns, like watching leads pour in and returns increase.

So what?

Partnering with the right agency will:

- Get you results faster (more traffic, more leads, and more customers)
- Save your company big-time money in comparison to building an internal team
- Keep your time and energy laser focused on what you already do best

Ready to get started?

At Digital Flavor, we always start by providing a custom inbound marketing analysis; it's free. [Click here to request yours!](#)

Inbound Marketing Starter Pack
Solutions for Smarter Content Marketing

Here's what we've got for you:

- 6 high-impact e-books on inbound marketing, content marketing, SEO, and web design, along with 2 case studies.
- 1 customized inbound marketing analysis (done by humans) that details your current online efforts with specific and actionable recommendations for improvement.
- An organized reference guide to the “best of the best” of Copyblogger.com, and how it all profitably fits together.

We're ready to help you transform your inbound marketing plan so you can start seeing those numbers climb and returns grow. Unlock the secret to better business right here, right now.