

# Top 4 Reasons to Outsource the Management of your Lead Generation Campaigns vs doing it in-house



## Money, Invalid Leads, Time & Resources

Lead campaign management is one of the crucial functions of any business to drive revenue and growth. However, it requires dedicated resources, expertise, and time to execute effectively. Most B2B businesses either do this in-house or outsource to a freelancer.

We take a look at the Top 4 Reason to outsource lead campaign management versus doing it internally. We will highlight the money savings from using a freelancer versus an internal employee, catching invalid leads and non-compliant leads, and the time and resource savings. We will also provide specific data from various research reports.



## As Jerry Maguire said "Show Me The Money"

One of the biggest benefits of outsourcing lead campaign management is the cost savings. Hiring an internal employee to manage lead campaigns requires a significant investment in terms of salary, benefits, and training.

On the other hand, outsourcing to a freelancer can save businesses up to 60% on costs. According to a report by The Hackett Group, outsourcing lead campaign management to a freelancer can reduce costs by up to 40%. Additionally, freelancers work on a project basis, so businesses only pay for the work done, saving money on overhead costs.

## Valid & Non-Compliant Leads

Invalid leads and non-compliant leads can be a huge drain on resources and budget. Invalid leads are leads that are not genuine or do not meet the criteria set by the business.

Non-compliant leads, on the other hand, are leads that do not meet legal or regulatory requirements. Catching these leads can be a time-consuming and expensive process. However, outsourcing lead campaign management can help businesses catch invalid and non-compliant leads and save money.

A report by Aberdeen Group found that outsourcing lead campaign management to a freelancer can result in a 50% reduction in invalid leads.

According to a study by the Content Marketing Institute, companies that outsource their content marketing efforts have a higher lead quality and conversion rate compared to those who keep it in-house. It's time to get your leads back on target.



# Time is Money!

Time is one of the most valuable resources for any business. Managing lead campaigns internally requires a significant amount of time and resources.

However, outsourcing lead campaign management can free up time for businesses to focus on core functions. According to a report by Deloitte, outsourcing lead campaign management can save businesses up to 60% of their time. This time can be used to focus on other important tasks, such as product development, customer service, and sales.

A study by HubSpot found that companies that outsource their lead generation efforts save an average of 9.3 hours per week compared to those who keep it in-house.



## Marketers Are Wearing Too Many Hats

According to a study by HubSpot, 47% of marketers feel overwhelmed with the number of tasks they have to manage. This can lead to burnout, decreased productivity, and poor performance.

Outsourcing lead campaign management can help alleviate this and also save businesses resources. Internal resources such as personnel, equipment, and office space are required to manage lead campaigns.

A report by Gartner found that outsourcing lead campaign management can save businesses up to 30% on resources. This includes savings on equipment, software, and office space.



The best way to determine if a freelancer is the right choice for your business is to test the services on a small scale. This approach is both cost-effective and allows you to evaluate the results of their work before making a long-term commitment. With a short test, you can see how effective the management of your lead generation campaigns are and decide if a freelancer is the best fit for your needs.

Take advantage of the special discount below to test for any 60 day campaign. This way you can see the full benefits of freelancing your campaign management. This rate applies to content syndication, webinar or trade show leads. We also offer custom content.

## Pricing Options Below

1. Silver: 25 – 50 leads per month is \$17 CPL - 30% Discount = \$12 CPL (Expires 4/30/23)
2. Gold: 51-75 leads per month is \$15 CPL - 30% Discount = \$11 CPL (Expires 4/30/23)
3. Platinum: 76+ leads per month is \$12 CPL - 30% Discount = \$8 CPL (Expires 4/30/23)

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