

In-house vs Agency

WHAT'S THE REAL COST TO YOUR BUSINESS?

When your business is growing, the default response is often to hire internally, and when marketing is on the table, posting a job ad for a marketing manager or coordinator seems the next logical step.

But have you taken a step back to compare the real cost of hiring an in-house marketing resource versus outsourcing to a marketing agency like Energise?

Compare the real cost of hiring in-house vs outsourcing to an agency. The results may surprise you.

READY?
LET'S DO IT!



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IN-HOUSE VS AGENCY:

FTE Cost Calculations: Digital Marketer

Category	Annual Costs	Notes
Salary	\$85,000.00	Includes 4 weeks annual leave, 10 days sick leave, and 11 public holidays per annum.
ACC (based on advertising work classification unit)	\$170.00	ACC CU = 78510 - Employer levy of \$0.12 and WS Levy of \$0.08 per \$100 of earnings.
Kiwisaver Employer Contribution	\$2,550.00	3% minimum employer contributions.
Carpark - CBD allocated carpark	\$5,321.74	Based on AT website: Downtown carparks at \$510 incl GST per month.
Tech - Macbook Pro & iPhone (over 3 years)	\$1,999.42	Based on Apple list prices - Macbook Pro at \$4,799 and iPhone 15 Pro at \$2,099 split over 3 years. No finance costs included.
Subscriptions (MS Office, Adobe Creative Cloud)	\$1,627.07	MS Office = \$35.60 per month and Adobe Creative Cloud = AU\$91.99 per month.
Wellbeing contribution	\$1,040.00	Contribution of \$20 per week towards wellbeing activities.
Monthly phone	\$600.00	Estimated at \$50 per month unlimited mobile plan.
ANNUAL TOTAL	\$98,308.23	
MONTHLY TOTAL	\$8,192.35	

Shoutout to Karen Woller at [Thrive.nz](https://www.thrive.nz) for putting together this FTE cost calculation.



IN-HOUSE VS AGENCY:

How do the costs compare?

Category	In-house Digital Marketer	Energise Marketing Agency (Accelerating Package)
Annual cost	\$98,308.23	\$72,000 + GST
Monthly cost	\$8,192.35	\$6,000 + GST
Team	One person	Strategic lead, copywriter, designer, digital manager
Scope of work	Digital delivery only	Strategy, website, EDMs, social, paid digital, campaigns
Skill breadth	Limited – generalist skillset	Specialist expertise across all marketing disciplines
Management load	Requires internal oversight and performance management	No people management required
Leave & cover	Business must manage holiday, sick leave, and turnover	Fully covered by the agency
Onboarding	Time and cost for recruitment, onboarding, and training	Plug-and-play support
Software / tools	Extra subscriptions or licenses	Included within agency services
Turnover risk	High – risk of losing internal IP and momentum	Low – team continuity with built-in knowledge retention
Flexibility	Fixed hours regardless of workload	Scales to your business needs
Capability	One perspective, limited exposure	Multi-disciplinary team bringing external ideas and broad experience
Cultural fit	Embedded employee	Acts as an extension of your team
Cost-effectiveness	Full salary + recruitment, leave, software, downtime etc	Lower cost, higher output – no hidden extras
Value delivery	Depends on individual capability and capacity	Full-service delivery with strategic guidance and executional muscle

Thank you for downloading

IN-HOUSE VS AGENCY: What are the real costs to your business?

What's the next step? Get in touch and let's talk about how we can bring real value to your business.

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