



ESPRESSO
B2B MARKETING

**YOUR VIRTUAL
MARKETING
DEPARTMENT.**



FOR COMPANIES
THAT DON'T WANT
TO MISS A BEAT!



Hiring top marketing talent is one of the biggest challenges companies face. According to a recent HubSpot article, “Supply simply isn't keeping up. From sourcing the right candidates to evaluating for the right skills, finding the perfect person could take months... or more”¹.

The average time-to-hire professionals
is now a whopping 68 business days—
26 days longer than it was in 2010.²

¹ <https://blog.hubspot.com/blog/tabid/6307/bid/33820/5-major-challenges-marketers-face-and-how-to-solve-them.aspx>

² <https://www.shrm.org/hr-today/news/hr-magazine/0616/pages/why-hiring-is-taking-so-long-and-what-hr-can-do-about-it.aspx>



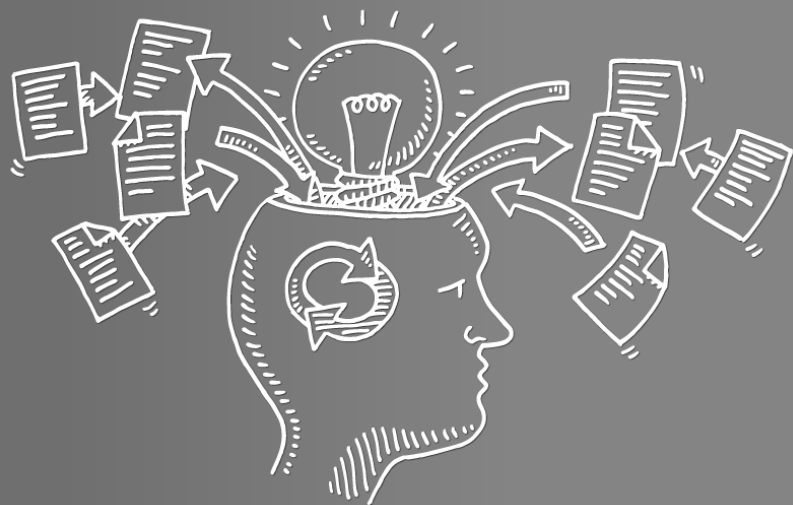
And, if you're looking for top-notch marketing talent the challenge could be even more difficult.

Executive search firm Spencer Stuart found that the average **tenure for CMOs has fallen to 42 months.**¹

Less than four years! With the median salary for CMOs being \$160,000 per year while some highly paid CMOs may make over \$300,000,² your recruiting fee could be \$40,000 each time you need a new CMO.

¹ <https://www.wsj.com/articles/average-tenure-of-cmo-continues-to-decline-148977765>

² <https://www.navigarecruiting.com/3-keys-to-hiring-a-successful-chief-marketing-officer/>



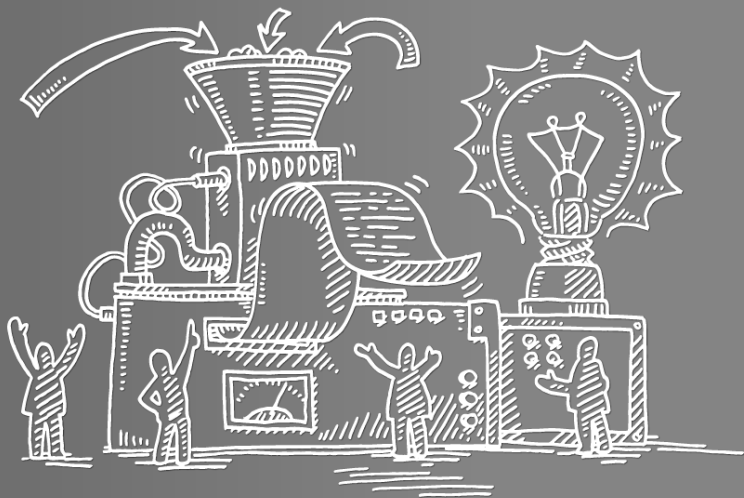
The demands of modern marketing call for a lot more skills than in the past. Gone are the days of recruiting an MBA or someone with an advanced degree in marketing and declaring the job done. Today's companies look for individuals who are a mix of cutting-edge creative and also technical, are data savvy and visionary, and are deeply analytical as well as well-rounded business professionals.

The need is for true renaissance individuals
with multiple skills and varied experiences
—that's almost impossible to find
in a single individual.



As the Guardian points out, “In addition to creative flair, strong communication skills and a passion for the customer, aspiring marketing professionals must also demonstrate a strong head for numbers, an understanding of digital media and the ability to analyze complex information.¹” And, here’s a mind-boggling fact:

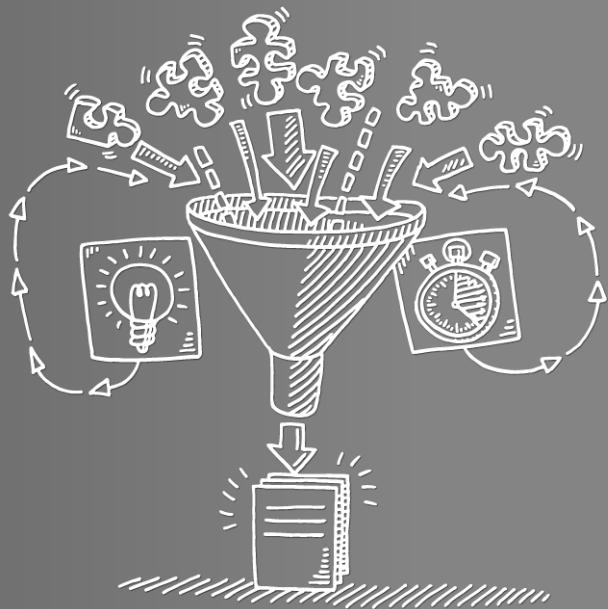
Today **CMOs will spend more on information technology than CIOs.**² Who would have believed this just a few years ago?



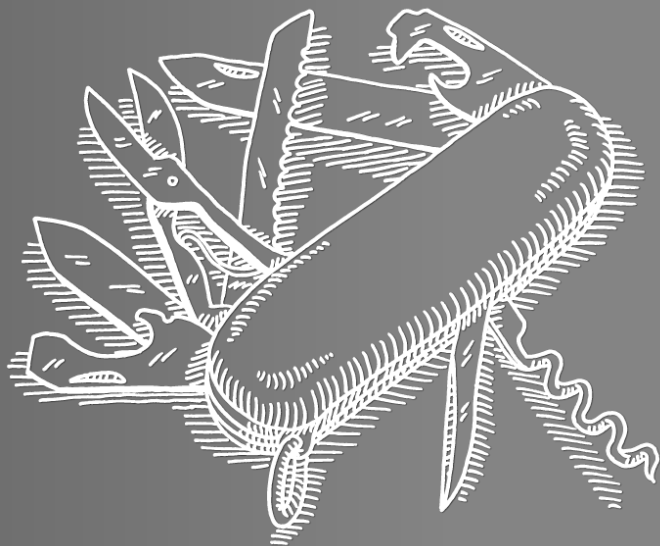
That's why many companies are turning to marketing agencies rather than being left stranded. Agencies keep the wheels of marketing rolling while you look for that top candidate—and can also be long-term partners in your quest to build brand and generate new leads.

Forbes found a number of reasons for **companies hiring agencies** rather than searching and shifting through resumes:¹

¹ <https://www.forbes.com/sites/jaysondemers/2016/10/13/how-to-choose-a-content-marketing-agency/#4d16cbbe26b6>



1. **COST SAVINGS.** Agencies are often cheaper than hiring people full-time.
2. **NICHE EXPERTS.** Rather than relying on a single generalist, agencies put you in contact with multiple specialists and well-rounded experts.
3. **BETTER MATERIAL.** Most agencies will produce better content than individuals, since it takes a group to produce great content start-to-finish.

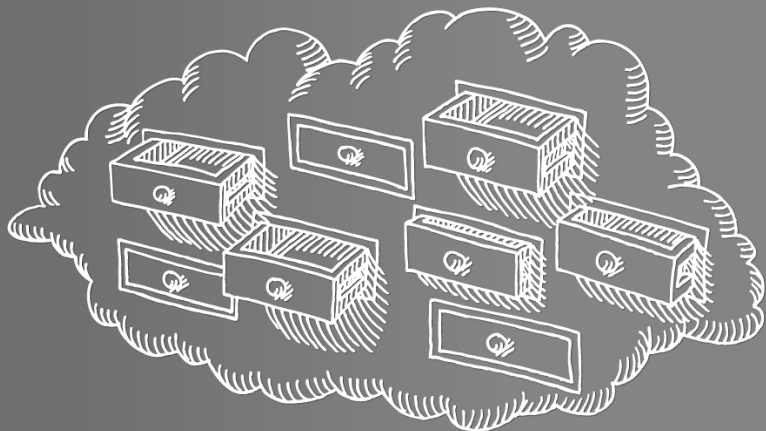


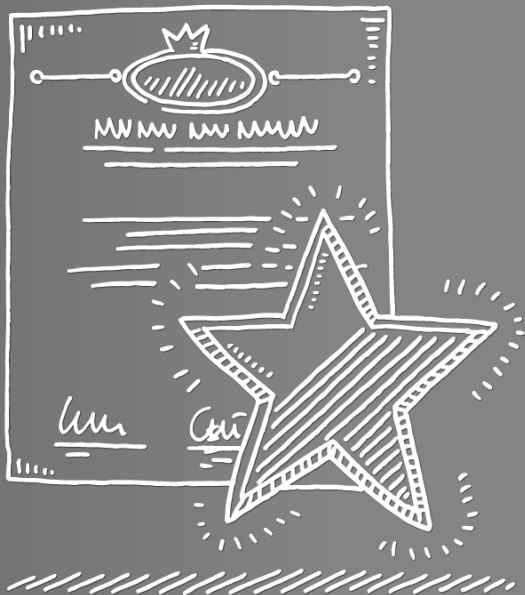
4. **HIGHER ACCOUNTABILITY.** Agencies may be contractually obligated to perform; they at least have a vested interest in keeping you happy.
5. **TROUBLESHOOTING.** When you hit a snag, you need someone with tons of experience to figure out what's going wrong and how to fix it.

We'd add to the Forbes list with—**flexibility.** You can hire an agency on a project-by-project basis; the contract can be as long or short as you need.

Selecting the right agency for you.

Not all agencies are created equally—you'll need to pick one that is just right for you—so here are some guidelines we'd recommend:





1 Pick an **agency with experience** in your industry.

This can make a huge difference. If you're in the business of selling cloud-based solutions, don't hire an agency whose only experience is building business-to-consumer websites. Select someone who can hit the ground running.



2

Agencies come and go as frequently as pop-up coffee shops.

Select one that has been around
at least seven years.

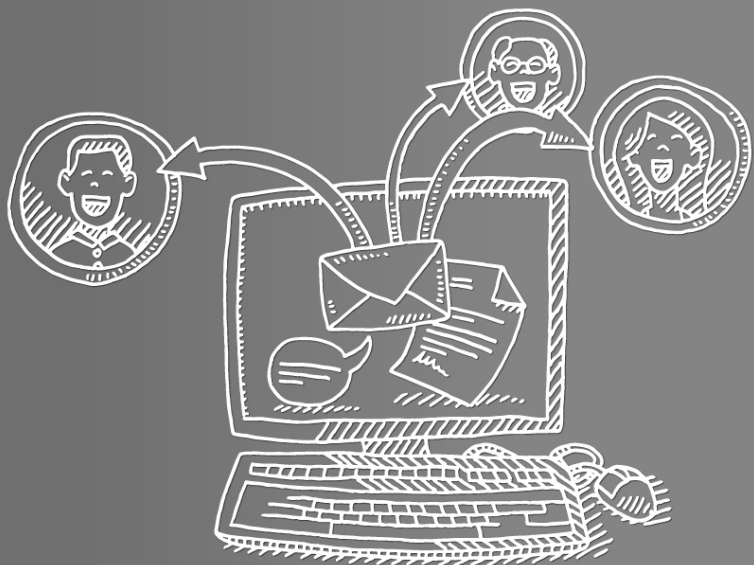
You may hire for the project, but you may also want a long-term relationship.



Select an agency **with depth.**

3

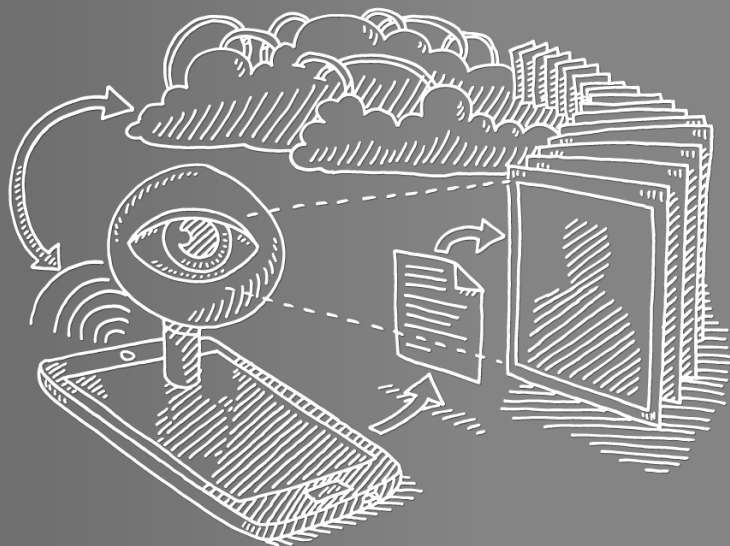
Having an agency that has multiple skills and expertise is essential. Mixing and matching agencies to flesh out the talent pool can lead to a case of many horses pulling in different directions. If possible, pick an agency that can cover all your needs.



4

Look for a marketing agency that fully **understands the lead generation** process.

Many agencies excel at design, but know little about generating leads for the sales team. Having a great looking website is great, but you also need to be filling your funnel with leads.



So where does Espresso fit in?

Well, if you asked us to build and design a great business-to-consumer website, we'd probably pause. If you asked us to help you gain access to government contracts, we'd let you know, we're not the agency for you.

But if you said, "I need a company that really understands growth marketing in high-technology; someone, who understands SaaS and cloud-based solutions and can build vibrant and effective account-based programs and digital content marketing programs—we'd say, **let's talk, have we got a story to tell!**

About Espresso

Espresso B2B Marketing was one of the first agencies to focus only on digital content marketing. That was 10 years ago—since then we've designed and implemented more than 250 marketing programs for companies that include Capgemini, IBM, Autodesk and ServiceNow—plus numerous midmarket companies and startups.

Espresso B2B was founded by sales people who understand the value of a good lead. Keen to talk, give us a call at [+1 \(650\) 855-4042](tel:+16508554042).

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