



# Frequently Asked Questions

## Why are you a better option than hiring a freelancer?

Freelancers are typically easy to find and paid hourly but oftentimes have limited experience. Many freelancers are often just looking for extra work and may not be concerned with the results that they get for your company.

## Are you the same as an agency?

No. We differ from traditional advertising agencies in a number of ways.

- Agencies are often viewed more as a supplier and assume that you already have a strategy in place.
- An agency can often be expensive and may include hidden fees such as high creative charges. There may be a revolving door of lower cost agency employees. Agencies tend to include different specialists for different services who often work in silos and focus on their own specialized expertise rather than the bigger picture.
- Many agencies focus on external marketing efforts only and don't work with you on internal marketing.
- Agencies often recommend solutions that they can manage directly as they see more profits... even though it may not be the best results. We take a holistic approach and look at the big picture and recommend the best solutions.

## What if I already have a marketing team?

Even larger companies or those with a team already in place can work with us to help drive key marketing initiatives or fill in a role on a temporary basis. Are you launching a new product/service and need an extra pair of hands? Does your current team need executive level guidance, perspective or leadership? We can help.

If there are still questions that we didn't answer, please reach out to set up a time to talk or meet. Our solutions are customized to fit your business, so if you have a marketing need, we can help!