

How Much Does it Cost to Outsource Social Media Marketing

Social media marketing mainly uses social media platforms to promote a product, service, or brand. It involves creating and sharing content on social media networks like Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube to engage with a target audience, increase brand awareness, drive traffic, and ultimately, achieve business goals.

The goal of social media marketing is to build a strong online presence and engage with potential and current customers in a way that promotes brand loyalty and drives sales. It has become an essential aspect of modern marketing, with many businesses dedicating significant resources to social media marketing strategies.



Why Should You Outsource Social Media Marketing?



Time Savings

By outsourcing social media marketing, you won't have to spend hours working



Access to Expertise

Social media marketing agencies or even freelance social media managers are the best

on your social media management cost and strategies. Not to mention onboarding an in-house social media management team can be just as time-consuming.



Reduced Errors

Hiring experienced social media manager(s), and social media marketer(s) results in reduced errors of work and also, customers no longer have to worry about paying extra attention when their brand is being handled.



Increased Reached and Engagement

Social media marketing agencies can help a business achieve their social media reach and engagements as they can develop and execute campaigns that are tailor-fitted to a company's audience, which results in exposed brand awareness, sales, and even customer loyalty

places that specialize in creating and executing effective social media strategies and ad campaigns. They have experience with different social media platforms and techniques like marketing campaigns or social media content write-ups that can help businesses navigate the constant-changing landscape of social media trends and algorithms.



Scalability

Less time and money spent means more potential to scale up your digital marketing toward a bigger goal. Social media agencies can scale their services based on a company's needs.



Cost-effective

Outsourcing social media management can be more cost-effective than hiring an in-house social media team. Businesses can save money on salaries, benefits, and training costs by working with an agency

Social Media Marketing Cost



For Small Businesses

One social media manager costs around \$300 to \$500 monthly, excluding all the marketing tools that need monthly subscriptions.



For Medium-sized Businesses

5-8 people who specialize in social media marketing services which cost around \$2500 to \$4000 monthly, excluding all the marketing tools that need monthly subscriptions.



For Large Companies

Large corporations may require a social media company to manage their social media presence which costs \$5000 + and beyond \$12,500 for social media advertising services. Sometimes, social media marketers who cater to large corporations include even monthly subscriptions on their monthly billings.