

How much could you save by bringing your creative in-house?

More and more businesses are bringing their design and marketing operations in-house to improve their creative output and enable greater flexibility along with things like remote working.

These aren't the only benefits though, as bringing creative tasks in-house can also be more cost-effective than relying on external agencies. In this guide, we'll weigh up the main costs of setting up your new team, focussing on your people and the kit they'll need.

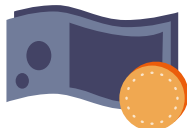
Employee salaries vs agency fees

1. Employees

The largest cost when setting up your own creative team will be salaries. The cost of recruiting those employees is also something to consider too. A report from Bersin by Deloitte found that it costs an average of £3,000 to fill a position, although this does vary greatly.

Employees' salaries themselves will also vary, depending on whether you're building a small, medium-sized, or large team. Any creative team needs traditional creative roles like copywriters and designers, while larger teams will need strategic and client-facing roles too.

With your team covering most of your needs, you can always opt to work with freelancers if you need a little extra support during busy times, allowing you plenty of flexibility.



2. Agencies

Many businesses are finding in-house teams to be more cost-efficient than outsourcing, however this is another element that will vary depending on the amount and type of work.

Agencies may charge using an hourly or day rate or even on a project-by-project basis, and costs can vary depending on the skills required. To give you an idea, according to the Wow Company Agency Benchmark 2018, the average cost of a design agency is £80 per hour.

The way you pay for this work is also something to consider, as working with agencies often means making one or two large payments as opposed to spreading the cost out monthly. They may also make additional charges for revisions, mark-up costs for subcontractors they work with and charge extra for rushing through work or working out-of-hours.



Equipment costs

1. Workstations

The second biggest cost to factor in will be providing your team with the necessary tools for the job.

Macs are the industry workstation of choice for creatives using power-hungry apps like Adobe Creative Cloud. Mac Pro, iMac and MacBook Pro are ideal for video and graphic design, while those not using creative apps could choose a lightweight MacBook Air or iPad.

The most expensive is the Mac Pro, which is built for professional creatives and will cost around £4,575 (£5,490 including VAT). You can also scale up the RAM, processing power, graphics and storage if you need to.

The iMac is capable of all but 8K video editing, while a MacBook Pro or even a newer MacBook Air can run Adobe Creative Cloud and is very portable too. Leasing is an affordable way to procure your workstations and can help with budgeting and cash flow.

2. Software

Once you've got your workstations, you need the best software for your team's day-to-day work. Many organisations are now opting for licence subscriptions, which again allows you to spread the cost over the course of a year in a very predictable way.

Some of the most popular software licences, such as Adobe Creative Cloud, cover multiple devices, so your team can work remotely with ease.



3. Other

Depending on your team's needs, you might also need to consider things like high resolution displays or graphic tablets that have realistic drawing tools for designers and editors.

Finally, technical support is essential when it comes to ensuring smooth creative workflows and protecting your technology and investment. Extended warranties include technical support and fast hardware replacement or loan units and will save money in the long run.

Which is best?

Not only can bringing creative in-house result in better output and more efficient and productive workflows, but it can also be more cost-effective and predictable in the long run. It allows you greater flexibility too, as you can bring in skilled freelancers when the situation dictates. In today's fast-moving world, this cost-predictability and agility is a huge benefit.



Where are you at on the journey?

Download our checklist at jigsaw24.com/bringing-creative-inhouse and see where on the journey you are.

