

The Cost of DIY Lead Generation



Find out how much it would normally cost to set up and run a fully managed, AI-driven cross-channel lead generation program on your own.

As much as 84% of medium to enterprise businesses work with at least one agency for marketing support. But some companies prefer to keep their marketing operations in-house for a variety of reasons including: marketplace pressures, desire for in-house expertise, overall process control, costs, etc.

From a cost standpoint, the decision to outsource may be the best approach for some companies while for others, the choice to keep it in-house is the more cost-efficient one.

To help you make informed decisions, especially from a financial position, we've put together a breakdown of how much it would typically cost a company to set up and deploy a fully managed multi-channel lead generation system.

Marketing spend usually fall under four categories: **Data, MarTech, Staff/Expertise, and Overhead**

Data

\$15k annually

• Data	• Data Researcher
\$2k records at \$1/record = \$2k + \$400/month access fee for continuous replacement and update	\$8k part-time at \$54k/year
• Data.com • Hoovers • Zoominfo • InsideView • LinkedIn Sales Navigator	• Analyze competitors • Find best-fit companies and accounts to include in marketing / sales programs • Identify relevant decision makers • Profile, clean, and update marketing contacts database

MarTech

\$35k annually

• Marketing Automation Tool	• PPC, Digital Advertising Tracker & Management Tools
starts at \$1k-\$3k / month for up to 10k contacts + 50/user/month	starts at \$450 / month
• HubSpot • Marketo • Pardot • Eloqua • ActiveCampaign • Salesforce Marketing Cloud • Others	• Optmyzr • SEMrush PPC Toolkit • WordStream • Kenshoo • AdEspresso
• Chat Tool	• Content Tools: Video, Design, SEO analysis
starts at \$59 / user / month	starts at \$1250 / month
• Intercom • Zendesk • LiveChat • Drift • Olark • HubSpot Live Chat	• Adobe After Effects • Canva • Wideo, Powtoon • Vidyard, Wistia • BuzzSumo
• Webinar App	
starts at \$50 / month	
• GoToWebinar • GoToMeeting • Zoom	

Staff / Expertise

\$92k annually

• Sales Development Representative		
full-time at \$48k per year		
• Respond, engage and qualify leads • Reach out to potential customers • Nurture leads • Schedule appointments and demos		
• Email Marketing Specialist	• Social Media Marketing Specialist	• Marketing Content Writer
\$10k part-time at \$66k/year	\$7.5k part-time at \$50k/year	\$7k part-time at \$48k/year
• Create and execute email marketing and nurturing campaigns	• Create and execute social media marketing campaigns • Social media profiling and prospecting	• Copywriting, content creation • Optimize content for different channels
• Client Success Manager	• Marketing Quality Assurance Analyst	
\$12k part-time at \$75k per year	\$7.5k part-time at \$50k per year	
• Manage campaigns • Develop marketing strategies • Analyze campaign data and metrics • Oversee process	• Oversee quality procedures, standards and specifications • Monitor performance • Determine training needs	

Reference: Glassdoor

Overhead

\$28k annually

• Hiring	• Onboarding and Training
• Benefits	• Utilities

Reference:
<https://www.sba.gov/blog/how-much-does-employee-cost-you>

GRAND TOTAL

\$170,000 annually

Close deals and grow your
business without the DIY
headaches.

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