THE B2B INHOUSING CASE

EXECUTIVE SUMMARY

THE B2B

Key Results
- 60% reduction in external agency costs
- 50% faster campaign execution due to streamlined internal workflows
- Increased data ownership through proprietary first-party data management
- Greater flexibility & scalability with an autonomous in-house marketing team

Success Factors
- Strategic hiring & training to fill skill gaps in performance marketing, automation, and analytics
- Implementation of AI-driven automation for data analysis, lead scoring, and campaign optimization
- Agile workflows with in-house project management using Scrum and Kanban
- Integrated tech stack ensuring full control over campaign execution and performance tracking

Conclusion
By transitioning key marketing functions in-house, the company achieved greater independence, cost efficiency, and agility. AI-powered automation and strategic skill development enabled long-term scalability, faster decision-making, and improved campaign performance.

THE
CHALLENGE

Enhancing Marketing Efficiency & Control
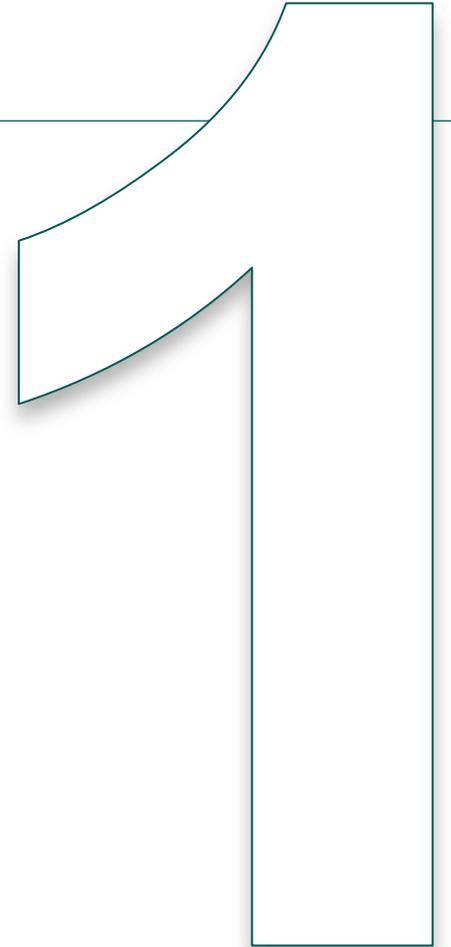
THE CHALLENGE

A growth-oriented mid-sized B2B company faced the challenge of gaining greater control over its marketing and sales processes while reducing dependency on external agencies.

High agency costs, lack of strategic transparency, and long approval processes led to inefficient campaigns and missed market opportunities.

The goal was to build a strong in-house team capable of making independent strategic decisions and responding flexibly to market changes—without relying on external service providers.

THE
SOLUTION

2

THE SOLUTION (I)

Solution: A Structured Inhousing Strategy

Step 1: Strategic Analysis & Goal Definition We began with a strategic assessment:

- What internal resources are already available?

- Where are the skill gaps, and which roles need to be hired?

- How can reliance on external agencies be minimized?

Based on these insights, we developed a tailored inhousing roadmap, combining short-term and long-term initiatives.

THE SOLUTION (II)

Step 2: Building an Independent Marketing Team

- Hiring specialized talent: We supported the company in recruiting experts in strategic marketing, performance advertising, and marketing analytics.

- Upskilling existing team members: Through customized training programs, employees were empowered in areas such as paid media, content strategy, and conversion optimization.

- Process optimization & workflow integration: Agile methodologies such as Scrum and Kanban were introduced to streamline workflows and accelerate decision-making.

THE SOLUTION (III)

Step 3: Technology & AI-Driven Automation

- First-party data strategy: Instead of relying on external platforms, proprietary data infrastructure was developed to leverage first-party data for long-term independence.

- AI-powered automation: By integrating AI-driven analytics and campaign management tools, the team gained real-time insights and automated decision-making processes.

- In-house content production: The creation of internal creative and editorial teams reduced the need for external content providers and improved brand consistency.

THE SOLUTION (IV)

Step 4: Long-Term Success & Scalability

- Performance tracking & KPIs: A unified marketing dashboard was implemented to monitor key metrics (e.g., customer acquisition cost, marketing ROI) in real-time.

- Scalability through continuous skill development: Ongoing training ensured the marketing team remained self-sufficient and strategically aligned for future growth.

THE
RESULTS

3

THE RESULTS

Results & Business Impact

- 60% reduction in external agency costs through internal campaign management

- 50% faster campaign execution due to streamlined workflows and reduced approval times

- Greater control over first-party data enabling more precise audience targeting

- Increased independence from external service providers with in-house content and performance management

- Enhanced marketing agility through efficient workflows and data-driven decision-making Scalable infrastructure for future growth

THE RESULTS

By implementing a structured inhousing strategy, the company significantly reduced costs, increased agility, and strengthened its internal expertise.

The enhanced use of first-party data and development of in-house capabilitiesprovided long-term scalability.

The company is now well-positioned to react quickly to market changes and execute innovative campaigns independently.

Are you looking to bring your marketing in-house and reduce external dependencies?
Let's develop your custom inhousing strategy together!