



# Effortlessly Deliver Quality Copywriting to Clients



Outsource with confidence and grow your client base



## Surviving and thriving in the digital marketing boom

The digital marketing industry is experiencing unprecedented growth. In 2023, the global market value reached \$366 billion and is expected to increase to around \$1.3 trillion by 2033. The key factor driving this trend is the vast and ever-growing online audience, pushing businesses to prioritise their digital marketing often over traditional methods.

Partnering with specialist digital marketing agencies is a popular growth strategy. There are over 25,000 marketing agencies in the UK, each vying for market share. Despite facing stiff competition, the demand for digital marketing services continues to grow, providing ample opportunities for agencies to secure new clients. However, despite such an abundance of opportunities, there are challenges. These include differentiating from competitors, demonstrating service value, and retaining clients and employees.

Marketing Agencies must navigate niche industries, meet complex client requirements, and adapt to budget restraints. They must juggle staff recruitment, absence, hiring the right mix of skills and continuous training. All while meeting project deadlines, delivering superior client results and making a profit. Skill and expertise are invaluable to the success of an agency. However, true experts are always in high demand and hard to retain. LinkedIn listed over 400,000 marketing jobs last year, while companies experienced an average marketing staff

turnover of 30%, with salaries increasing by around 5–6%. Building a skilled team within budget is no easy feat. These operational complexities are compounded by the market competition, with undercutting a common tactic for new entrants contributing to the downward pressure on margins.

A single agency often needs help handling all aspects of a project. However, this is not a limitation but an opportunity for growth. With 75% of agencies sourcing help from other agencies or freelancers, these partnerships offer improved service delivery, new perspectives and skills, greater speed and efficiency, and better cost control. This collaborative approach ensures survival and paves the way for success in the digital marketing industry.



## The challenges for marketing agencies

- 69% of marketing agencies report difficulties in hiring skilled marketing talent.
- 59% of employees are quietly quitting their roles.
- 60% of agency owners said they had declined clients.
- 96% of marketing employees felt confident in finding another job quickly.
- 38% of US brands plan to ditch their marketing agency.
- 14% Only 14% of clients are very satisfied with their marketing agency.

## Leading skill gaps in marketing teams

- 36.9% Data and analytics
- 19.6% Performance marketing
- 18.1% Content and copywriting
- 14.8% Social media
- 2.1% Ecommerce

## The need for outsourcing

Outsourcing empowers a team to concentrate on core business competencies where their expertise lies. When staff members have to juggle various aspects of the business, outsourcing allows them to zero in on areas where they can best utilise their time.

- 37% can be saved on costs compared to hiring full-time employees.
- 58% of marketers say outsourcing improved content consistency.
- 60% of small businesses outsource content creation tasks, with 24% citing a lack of in-house writing skills as the primary reason.
- 48% of content marketing is outsourced to agencies or third-party companies.



## Positive outcomes of outsourcing

- 83%** reduced costs using outsourcing.
- 82%** improved the efficiency of their processes.
- 59%** experienced increased business value.
- 58%** reduced overall risk to the organisation.
- 48%** managed to access a wider talent pool.
- 22%** were able to diversify their locations.
- 57%** were able to focus on core business functions

## The results.

- **Reduced labour costs:** Pay only for needed services, avoiding the expense of full-time, in-house employees.
- **Enhanced efficiency:** Streamlined operations, leading to notable cost savings and faster turnaround.
- **Lower overheads:** With less or more efficient use of in-house staff, overheads drop significantly.
- **Productivity boost:** Expedited business operations yield significant productivity gains.
- **Competitive edge:** Access expert knowledge in niche sectors.
- **Increased growth:** Become more agile and adaptable to evolving trends.

## The solution – Outsourcing

### Fill skill gaps

Outsourcing allows access to a wide range of skills and expertise without requiring long hiring processes. It ensures projects run smoothly by providing specialists who may not be available locally.

### Ensure high-quality work

Experts deliver high-quality results that meet client needs. This allows your internal team to focus on their main strengths. Outsourcing also helps adjust capacity quickly to meet deadlines.

### Reduce overheads

Outsourcing lowers costs related to full-time staff, such as salaries, benefits, and office space. This lets you use resources more efficiently and invest more in important areas like attracting new clients and growing the business.

### Increase operational flexibility

Quickly scale operations up or down and make responding to new opportunities or challenges easier. This flexibility helps maintain a competitive edge and ensures project delivery.



# AXD's agency partnership

Whether you have too much work or don't have the in-house knowledge and resources to deliver copywriting for your clients, AXD is here for you. Share the workload and enjoy seamless collaboration. Our team of experts will handle the details, freeing you to focus on other areas of your business. Creating engaging copy for tech, finance, or education clients no longer needs to be daunting. Let AXD simplify your process.

- Articles/blog posts
  - Brochures
  - Case studies
  - Direct mail campaigns
  - eBooks & whitepapers
  - Email campaign writing
- Event signage and materials
  - Infographics
  - Press releases
  - Presentations
  - Product copywriting
  - Report writing
- Sales call & video scripts
  - Social posts & web Tiles
  - Solution briefs
  - Technical writing
  - Thought leadership
  - Website copy & landing pages



**Copywriting project:** Elevate your agency's results with tailored copywriting on a project-by-project basis. Let our experts enhance your clients' brand engagement, boost search rankings, and drive sales conversions. Benefit from exceptional and collaborative copywriting, fast turnarounds and high project efficiency.



**Copywriting partnership:** Transform your agency's copywriting capabilities with our retained partnership. Our writers will work with your team every month to deliver high-quality copy within timescales to meet client briefs and expectations. Experience priority support in a scalable copywriting solution for growing agencies, allowing you to take on more work, reduce internal costs, and increase project profits.



Proven partner of 5+ years



Rigorous quality control



British with global reach



Industry & copywriting expertise



Affordable, flexible pricing



White label relationship



## The impacts



### **Increase project efficiency and save agency time**

With our expert writers handling your precious copy, you can shift focus to other parts of your business.



### **Improve client results, boosting satisfaction and retention**

High-quality delivery of complex content is a win-win for everyone, keeping them returning for more.



### **Scale without compromising on quality**

Collaboration enables flexibility to adapt to any demand with reliable strategies and applications.



## Why AXD Agency?

We are a specialist sales enablement and content marketing agency.

Our agency partnership delivers exceptional copywriting and content creation. Combining your market knowledge with our deep expertise in technology and finance, we produce high-impact materials such as infographics, eBooks, solution briefs, video scripts, and fact sheets. As your copywriting partner, we provide direct access to skilled writers and industry experts. Together, we create engaging, error-free content that exceeds client expectations. No matter the project, our team delivers quality copy with precision and efficiency. Partner with AXD to achieve extraordinary results.

To find out more, visit [www.axd.agency](http://www.axd.agency)

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