

Complete Cost Comparison of Outsourcing vs. In-House Staffing Solutions

What is the most important reason why companies choose to outsource their Digital Marketing operations? The answer: the cost savings these companies can enjoy.

So how much can companies really save when they outsource, say, Digital Marketing for example? Well, this is a complex question, since it depends not only on the average salaries of the in-house Digital Marketing staff in your location—as well as the cost of providing facilities to those staff, we might add—but also on the outsourcing provider and the outsourcing destination of your choosing.

Get Big Savings on Salaries When You Outsource with Yempo

To give you a ballpark idea of the savings you can expect to achieve with Yempo, we put together a table based on the average salary for specific admin roles in Singapore, Australia, the United States, Canada, and the United Kingdom and compared them to the cost of the same Admin roles provided by Yempo.

*Note: The annual salary is **salary only**, while Annual Yempo Cost includes salary, office accommodation, management oversight, all IT infrastructure, and office and pantry supplies. It represents the total cost of the employee.*

1. Singapore (SGD)

Position	Annual Salary	Annual Yempo Cost	3-Year Savings
Digital Marketing Manager	63,741	35,157	85,751
Search Engine Optimizer Specialist	29,832	21,271	25,682
Social Media Marketing Manager	43,179	20,414	68,296
Digital Marketing Copywriter	36,492	19,611	50,644
Analytics Manager	83,658	47,355	108,910
Content Manager	59,052	30,290	86,287

2. Australia (AUD)

Position	Annual Salary	Yearly Yempo Cost	3 Year Savings
Digital Marketing Manager	99,600	35,572	192,085
Search Engine Optimizer/SEO Specialist	73,584	21,444	156,421
Social Media Marketing Manager	81,192	20,571	181,864

Digital Marketing Copywriter	56,448	19,754	110,083
Analytics Manager	134,232	47,982	258,751
Content Manager	85,344	30,619	164,175

3. United Stated (USD)

Position	Annual Salary	Yearly Yempo Cost	3 Year Savings
Digital Marketing Manager	99,156	25,172	221,953
Search Engine Optimizer/SEO Specialist	54,084	15,018	117,198
Social Media Marketing Manager	50,484	14,391	108,280
Digital Marketing Copywriter	48,168	13,804	103,093
Analytics Manager	105,912	34,090	215,465
Content Manager	57,924	21,612	108,935

4. Canada (CAD)

Position	Annual Salary	Yearly Yempo Cost	3 Year Savings
Digital Marketing Manager	65,004	33,333	95,014
Search Engine Optimizer/SEO Specialist	46,416	19,812	79,812
Social Media Marketing Manager	57,000	18,977	114,070
Digital Marketing Copywriter	53,625	18,195	106,291
Analytics Manager	99,348	45,210	162,415
Content Manager	59,964	28,593	94,113

5. United Kingdom (GBP)

Position	Annual Salary	Yearly Yempo Cost	3 Year Savings
<i>Digital Marketing Manager</i>	32,400	18,950	40,351
<i>Search Engine Optimizer/SEO Specialist</i>	24,072	11,030	39,126
<i>Social Media Marketing Manager</i>	32,127	10,541	64,759
<i>Digital Marketing Copywriter</i>	24,000	10,083	41,752
<i>Analytics Manager</i>	58,548	25,906	97,926
<i>Content Manager</i>	34,572	16,173	55,196

Save Big on Overhead Costs

As a company owner or CEO, you will need to consider not only the cost savings that results from not having to pay expensive in-house salaries, but also the savings you get from not having to pay overhead costs.

It's easy to forget that overhead costs can make up more than 30% of the cost of an average Digital Marketing employee.

These costs include:

- Recruitment expenses
- Training expenses
- Office space/rent
- Office furniture
- Printing and stationery supplies
- Computer hardware, software, and Internet
- Employment taxes (including social security and unemployment benefit)
- Benefits (including bonuses, health insurance, plus miscellaneous benefits your company might provide its staff)
- Management and administrative overhead

All of these overhead costs are included in Yempo's fee. There are no hidden costs and no surprise expenses.

The Advantages of Choosing Yempo as Your Partner for Digital Marketing Outsourcing

Yempo—"Your Employees Offshore"—is a western-owned outsourcing company, providing flexible and low-cost staffing solutions to organizations around the world.

The advantages that Yempo provides are the following:

1. **Flexible staffing solutions:** Enables you to ramp up quickly and scale down without additional fees or compliance concerns.
2. **Low-cost, high-caliber staff selection:** We source the most qualified staff for your company at a fraction of the normal costs, with no recruitment fees.
3. **Monthly billing in your currency:** Our simple billing model is hassle-free, and there is no need to exchange currencies.



Digital Marketing Outsourcing Cost Comparison

We take the time to understand your requirements, source staff with the right skills, and present them to you for you to interview. If you proceed with Yempo, your staff will work under your direction in terms of workload, but we manage all the local day-to-day care, payroll, government compliance, etc.

We essentially “host” your own staff and provide them with the best possible employee experience to ensure loyalty and commitment.

Our staff work in the time zone required by your business, and we bill you in your currency. We only hire staff who speak fluent English and have experience working with Western colleagues and clients to ensure an understanding of Western business etiquette and work practices.