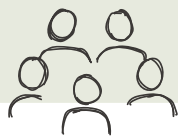


# The Marketing Equation

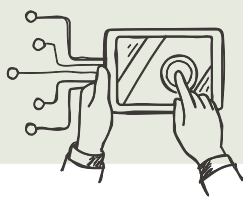
## Why One + One ≠ Success

### Marketing Isn't Magic, It's Math.

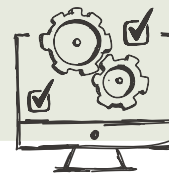
Behind every successful campaign is a formula that involves:



People



Skills



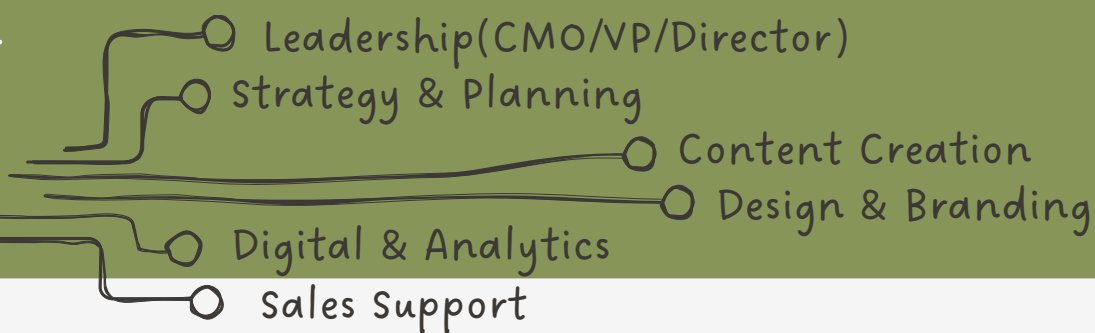
Technology

For small businesses and startups, solving this equation in-house is tough, and expensive.

### Add Up the Roles. It's More Than You Think.

It takes more than a VP or Director of Marketing.

To build momentum, you need a blend of roles and expertise. Assembling a team the needed size is tough for small businesses and startups.



### Multiply by Tech. The Tools That Power Growth.

Even with the right people, modern marketing demands a powerful toolkit.

Staying current is a constant investment, one that's often out of reach for lean teams.

- ▶ CRM & Automation (HubSpot, Marketo)
- ▶ Design Software

- ▶ Ad Platforms
- ▶ Data Visualization



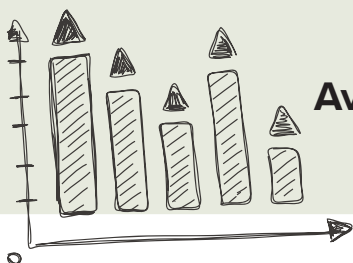
### Calculate the Cost. The Price of Going In-House.

Hiring for every role and buying every tool?

**Average annual cost for a small in-house team could be around: \$383,000**

That's before you even launch a campaign!

Up to 83%  
savings with  
Launch  
Marketing!



### Solve for Success. A Smarter Way to Grow.

Why struggle to build it all yourself? With Launch Marketing, you get:

- ✓ The full team, expertise, and tools
- ✓ Packages or a la carte services
- ✓ Guidance to pinpoint what you really need

- ✓ Seamless integration with your business
- ✓ Flexible options: work with your team or be your team

Put Your Dollars Where They Count.

Spend smarter. Grow faster.

Invest in results, not overhead.

Explore our solutions. [launch-marketing.com](http://launch-marketing.com)



launch marketing