

Agency vs. In-House

Questionnaire

In-House Team Considerations

What are the resourcing constraints? Would other tasks shift in priority?

What specific skills and expertise are required to complete the project? Do we have this in-house?

What is the project timeline? Are there any conflicting deadlines?

Does scaling up design or development capabilities in-house support consistent, ongoing efforts in the future?

Could we employ a new person for this project? What are the associated long-term costs and growth opportunities?

What are the additional tools, technology, and their associated costs we would need to carry this out in-house?

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Creative Agency Considerations

What is the project budget? Will we need post-launch support?

What is the project timeline? Do they have other clients to juggle?

Does the agency have experience in our industry and sector?

Do we prefer to collaborate with the agency in-person, remote or a mix of both?

Does their project team have skillsets and expertise to carry out this project that our team doesn't already have?

What do we like or dislike about the agency's past work?

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Weighing the Options

Does the effort it takes to onboard a new staff member or shift the priorities of an existing one outweigh the effort to onboard a creative agency?

What is the long-term cost of hiring in-house or shifting priorities vs. the short-term project cost of working with an agency?

Which option is better suited to accommodate future growth and support our long-term goals?

How would the quality of the delivered project affect the intended audience?

Is there a scenario where an agency could deliver this project, and the in-house team could update and maintain it?
