

The Top 10 Digital Marketing Roles to Outsource



THRIVEMODAL

Introduction

As the demand for skilled digital marketing professionals continues to outweigh supply, finding and retaining top-tier talent has become increasingly challenging. Competition is fierce for experienced candidates, and the cost of hiring highly qualified marketers has surged to record levels.

Accessing global talent has become essential for companies seeking to hire top-tier digital marketing professionals cost-effectively.

Offshore outsourcing—hiring external employees to manage critical business functions—has long been used by top enterprise firms to scale efficiently.

Thanks to advancements in technology, businesses of all sizes are now adopting offshore outsourcing and realizing the same benefits that were once only accessible to large corporations.

Whether it's for a single key role or an entire team, forward-thinking companies are leveraging offshore outsourcing to build and maintain their competitive advantage in the ever-evolving digital marketing landscape.

In this guide, you will find insights to help you navigate the evolving landscape of offshore outsourcing for your company:

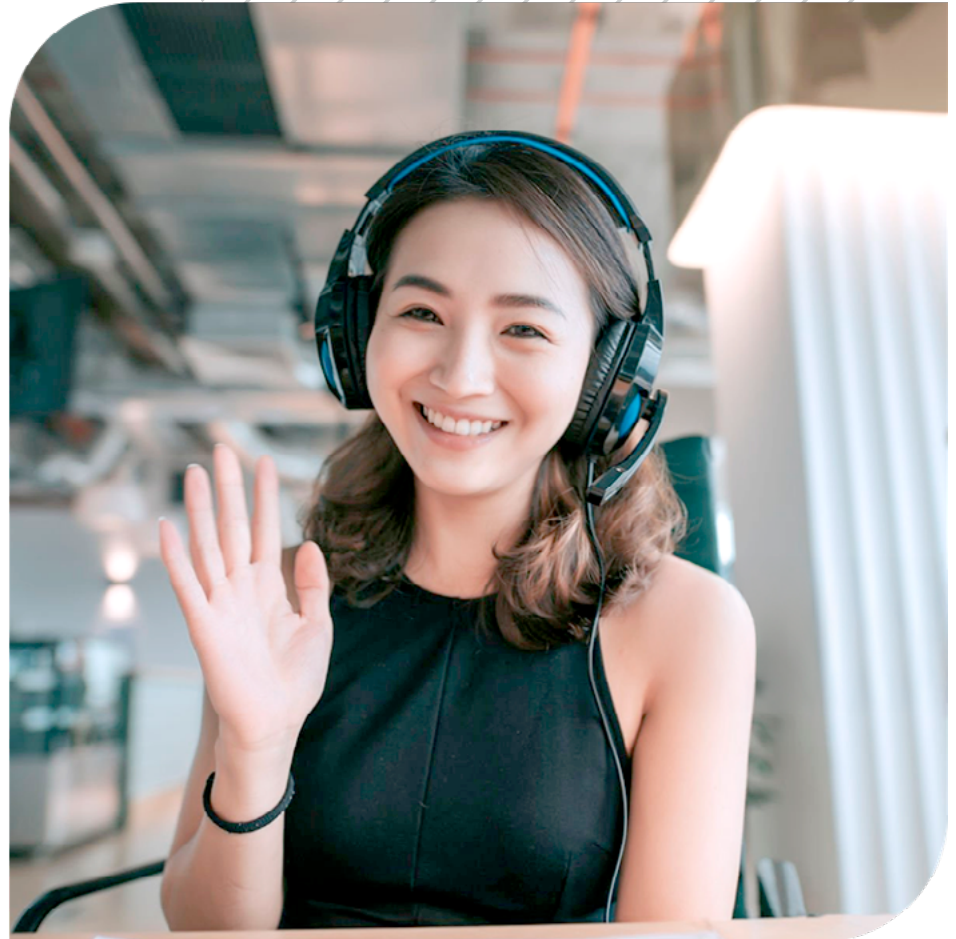
- The competitive advantage of outsourced digital marketing
- Top outsourced digital marketing roles and cost savings
- An overview of common outsourcing models
- Best practices for implementing an outsourced digital marketing team



The Competitive Advantage of Outsourced Digital Marketing

TOP-TIER DIGITAL MARKETING TALENT

Through outsourcing, you gain access to the best global talent pool in digital marketing. Outsourcing allows you to enhance your team with experts who align with your company's unique marketing needs. A well-structured outsourcing strategy provides access to a wide range of experience and qualifications that may be limited domestically.



With professionals skilled in U.S. digital marketing trends, strategies, and tools—many holding certifications in platforms like **Google Ads, Meta, and HubSpot**—your business can bypass the high costs and hiring constraints of local recruitment.

Fluent in English and experienced in working with leading American and global brands, offshore digital marketing professionals function as a seamless extension of your organization.

PERFORMANCE AND EFFICIENCY

By delegating time-consuming marketing tasks to offshore teams, your internal team can focus on high-level strategy and business growth. Outsourcing enables businesses to reclaim valuable time otherwise spent on routine execution, such as content creation, social media management, PPC campaigns, SEO optimization, and email marketing.

With a dedicated offshore team, you can manage workload fluctuations, reduce burnout, and minimize the costly impact of rehiring and retraining employees. An experienced outsourcing provider can also work with you to maximize performance, offering real-time visibility into key metrics and ensuring your team is meeting campaign objectives.

IMMEDIATE COST SAVINGS

The financial benefits of outsourcing digital marketing roles are substantial and immediate. Companies typically see 60–70% cost savings compared to hiring domestically, without compromising quality or expertise. With multiple hires, the cost savings compound, leading to significant improvements in profitability and budget efficiency.



Our clients typically see 60-70% cost savings on day one with our offshore solutions compared to hiring domestically.

Growth

Outsourcing digital marketing unlocks growth opportunities that would otherwise be difficult to achieve. The cost savings generated from outsourcing can be reinvested into high-impact marketing campaigns, ad spend, or new growth initiatives.

A dedicated offshore team provides the scalability and additional resources your company needs to expand its marketing efforts, drive brand awareness, and reach new customers—fueling long-term success.



Why The Philippines is a Global Hub for Top-Tier Digital Marketing Talent

For decades, the Philippines has been a premier outsourcing destination for leading U.S. companies, particularly in digital marketing. Here's why:



Language Proficiency: English is the primary language for business, government operations, and education in the Philippines. This ensures seamless communication, making collaboration with U.S. companies effortless.



Cultural and Economic Alignment: The Philippines has long-standing cultural and economic ties with the United States, creating a natural fit for U.S.-based companies. This strong connection fosters a work environment that aligns with American business values and consumer trends—an essential factor in effective digital marketing.

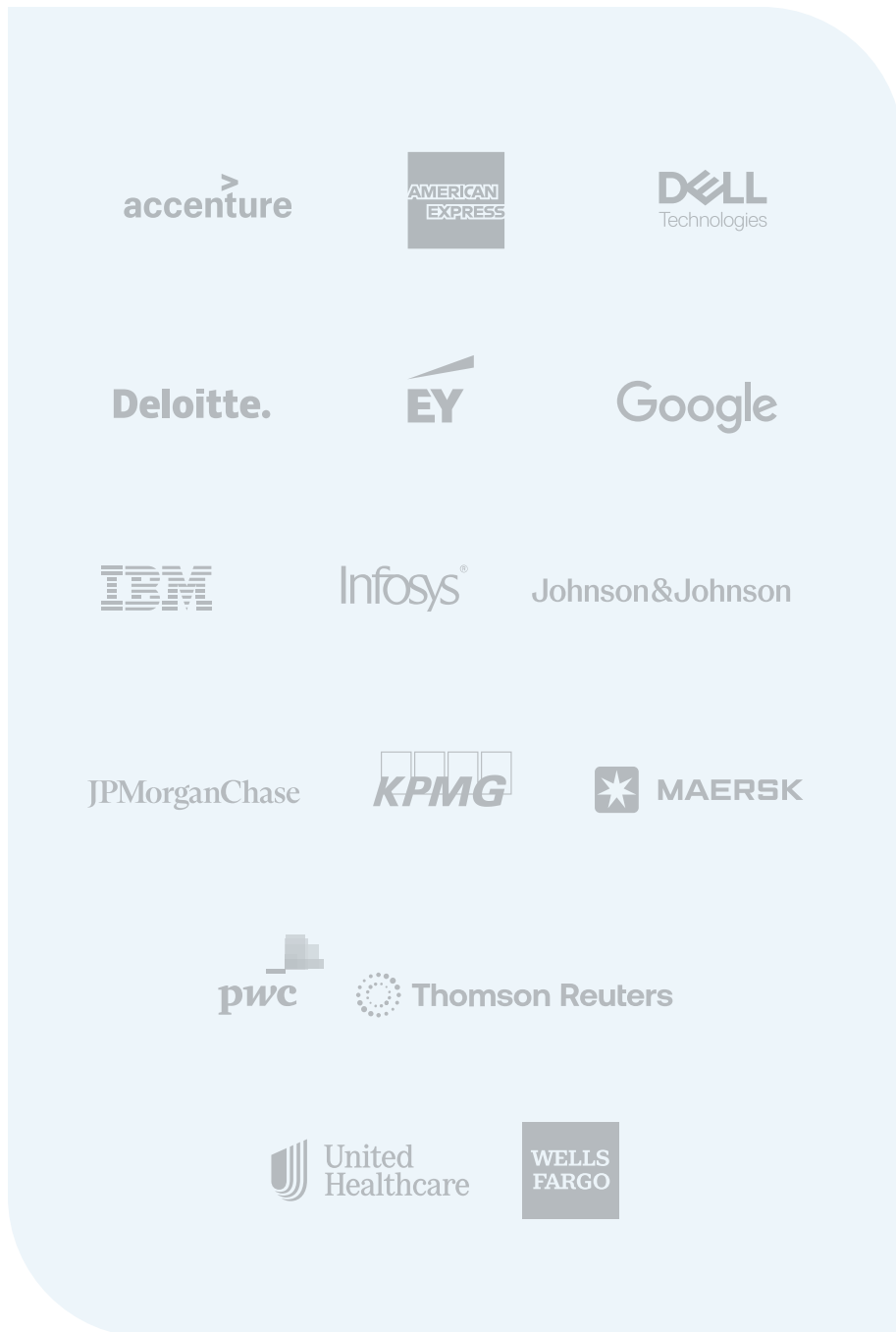


Highly Skilled Workforce and Education With a labor force of 50 million and a literacy rate exceeding 90%, the Philippines offers a large pool of highly educated, experienced digital marketing professionals. Many have expertise in SEO, content marketing, PPC advertising, social media management, and marketing automation, making them an asset to any marketing team.



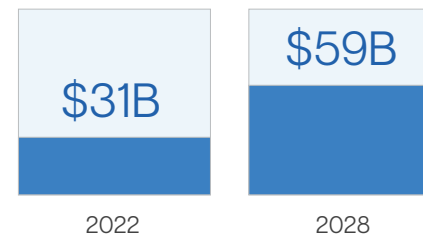
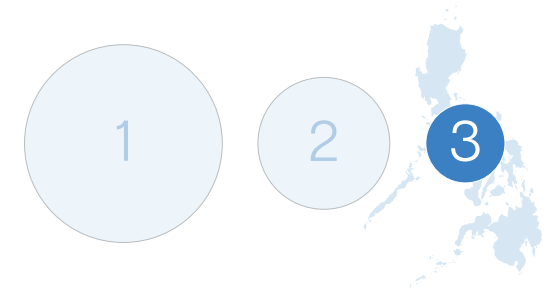
Cost-Effective Talent: The cost of living in the Philippines is significantly lower than in the United States. By outsourcing digital marketing roles, companies can reduce employment costs by up to 70%, allowing them to invest more in ad spend, campaign innovation, and business growth—while also providing meaningful career opportunities to skilled professionals in the Philippines.





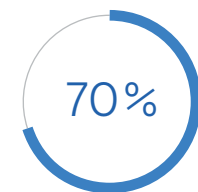
Fortune 500 companies have already identified the Philippines as a key component of their operations. Increasingly, forward-looking middle-market companies are adopting outsourcing solutions to tap into this strategic center of global talent.

The Philippines is the **3rd** largest English-speaking country in the world.¹



By 2028, the Philippines' is projected to bring in **\$59B** in **revenue** from the outsourcing industry²

There's been a **70% cut** in **labor costs** by outsourcing to the Philippines.³



¹ The Embassy of the Republic of the Philippines, 2024

² Business World, IT-BPM industry and outlook, 2023

³ Outsource Accelerator, How outsourcing can cut labor costs by up to 70%, 2024

Transformational Cost Savings

Actual Roles, Real Returns

Example of cost savings on an illustrative role

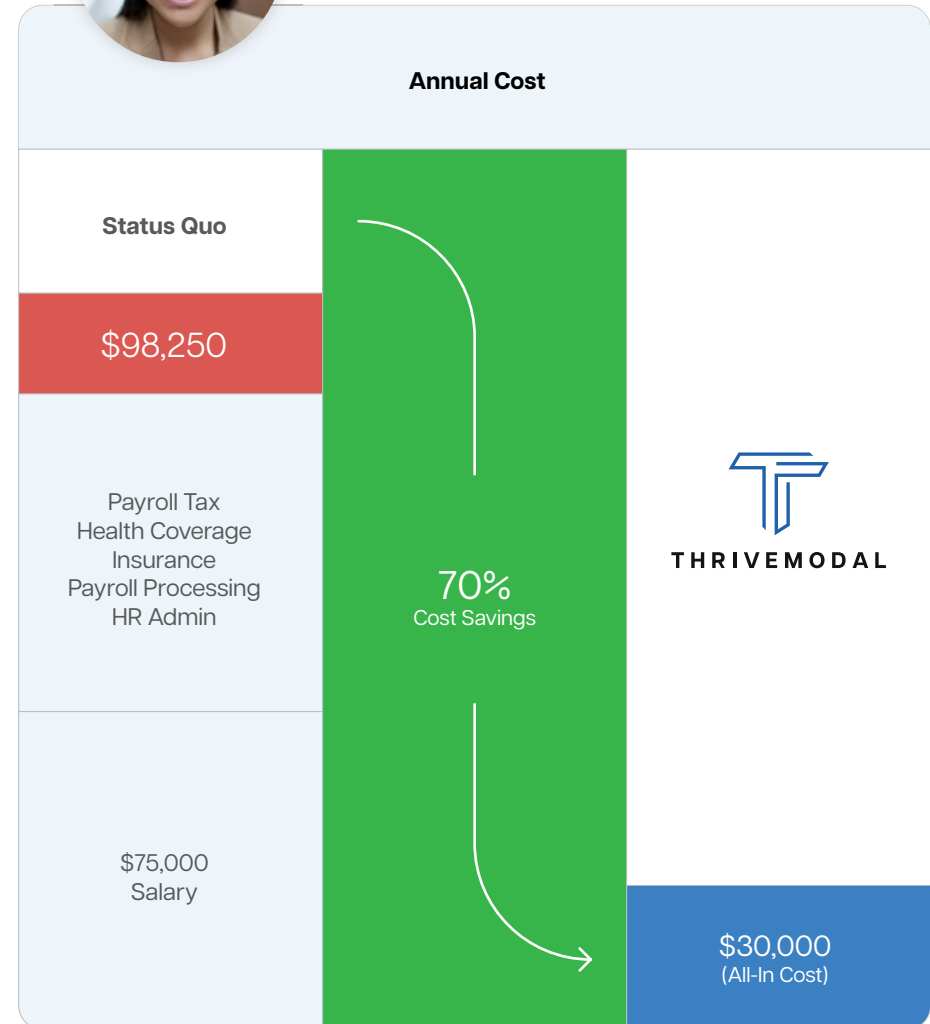
Experienced Pay-Per-Click (PPC) Manager

Key Responsibilities

- Campaign Strategy & Management
- Keyword Research
- Bid Management & Budget Allocation
- Ad Copywriting & A/B Testing
- Landing Page Optimization
- Performance Tracking & Analytics
- Competitor Analysis
- Conversion Rate Optimization (CRO)
- Remarketing & Retargeting
- Reporting & Insights

Qualifications

- Expertise with Google Ads, Microsoft/Bing Ads, and Facebook/Instagram Ads.
- Strong understanding of keyword research tools
- Experience with bid management tools
- Google Ads Certification (Search, Display, Shopping, Video)



Outsourcing Models

Outsourcing can be a game-changer for your business, but not all models are created equal. Outsourcing has long been utilized by top enterprise firms to create a competitive advantage. Over the years outsourcing has evolved to take on a variety of different forms and applications.

Understanding which outsourcing model fits best with your business is critical for a successful implementation. Let's explore various outsourcing models and compare their key characteristics.

FORMS OF OUTSOURCING

To appreciate the Thrivemodal difference, let's explore various outsourcing models and see why our approach stands out. This isn't a comprehensive list, but it does cover some of the most common choices businesses opt for.

TRADITIONAL OUTSOURCING

- **Transfer of Functions:** The outsourcing company takes over entire business functions.
- **Minimal Client Control:** Clients have little to no say in daily operations.
- **Standardized Solutions:** Often, these are cookie-cutter solutions that don't address specific business needs.



Outsourcing Models

SETTING UP AN OFFSHORE SUBSIDIARY

- **Cost-Driven:** This model aims to cut labor costs by relocating operations abroad.
- **Longer Implementation:** Requires establishing a local legal entity.
- **High Upfront Costs:** Requires investment in overhead and physical infrastructure to support offshore operations.

OPTING FOR MANAGED SERVICES

- **Outsourced Expertise:** Engaging specialists to manage specific IT or business functions.
- **Service Level Agreements:** Operations are governed by strict SLAs, ensuring specific performance standards.
- **Limited Customization:** While efficient, managed services often lack the flexibility to tailor solutions to unique business needs.

WHAT IS TAILORED OUTSOURCING?

Tailored Outsourcing allows you to establish your own customized offshore team, operating as a seamless extension of your US-based organization. Tailored Outsourcing is a model that gives you access to the top-tier global talent through customized solutions, balancing control, stability, and operational support.



Best Practices for Implementing Outsourced Digital Marketing

Successfully implementing outsourced digital marketing requires careful planning and execution. Companies that follow best practices achieve superior results.

- **Define clear objectives:** clearly define the goals and objectives of offshoring, such as cost savings, scalability or access to specialized skills, to guide decision-making and measure success.
- **Create well-designed roles and team structure:** create roles with clear responsibilities and a scalable team structure that aligns with the outsourcing objectives.
- **Select the right outsourcing partner:** choose a reputable offshore provider with a track record of success in the accounting industry and a demonstrated commitment to quality.
- **Establish effective communication channels:** establish regular communication channels and protocols to ensure seamless collaboration between onshore and offshore teams, leveraging technology such as video conferencing, project management tools and cloud-based platforms.



- **Provide comprehensive training and onboarding:** invest in comprehensive training and onboarding programs to familiarize offshore teams with the firm's processes, systems and expectations, promoting alignment and consistency in service delivery.
- **Implement robust performance monitoring and management:** implement robust performance monitoring and management systems to track key performance indicators (KPIs), identify areas for improvement and ensure accountability and transparency in offshore operations.
- **Foster a culture of collaboration and integration:** foster a culture of collaboration and integration between onshore and offshore teams, promoting knowledge sharing, teamwork and mutual respect to maximize the collective expertise and capabilities of the entire organization.



Top Outsourced Digital Marketing Roles



Search Engine
Optimization (SEO)
Specialist



Pay-Per-Click
(PPC) Manager



Content
Writer &
Copywriter



Social
Media
Manager



Graphic
Designer



Email Marketing
Specialist



Video Editor
& Animator



Marketing
Automation
Specialist



Data Analyst
& Marketing
Strategist



Digital
Marketing
Manager

Don't see what you're looking for? Learn how tailored outsourcing can create a solution that is customized to the unique roles and objectives of your organization.



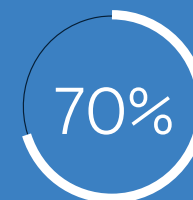
Meet Thrivemodal
**The Higher Standard
for Outsourcing**



Search Engine Optimization (SEO) Specialist

The primary responsibility of a Search Engine Optimization (SEO) Specialist is to improve a website's visibility on search engines like Google, Bing, and Yahoo to drive organic traffic and enhance its ranking in search results.

- **Keyword Research & Strategy:** Identify high-impact keywords and develop content strategies.
- **On-Page SEO:** Optimize website content, meta tags, headers, URLs, and internal linking.
- **Technical SEO:** Ensure website speed, mobile-friendliness, structured data, and crawlability.
- **Off-Page SEO:** Build backlinks and enhance domain authority through link-building strategies.
- **Content Optimization:** Work with writers to create SEO-friendly content.
- **SEO Audits:** Conduct regular website audits to find and fix SEO issues.
- **Analytics & Reporting:** Use tools like Google Analytics, Google Search Console, and SEMrush to track performance.
- **Competitor Analysis:** Monitor and adapt to industry trends and competitor SEO strategies.
- **Local SEO (if applicable):** Optimize Google My Business and manage local citations.
- **SEO Strategy Development:** Align SEO efforts with broader marketing goals.

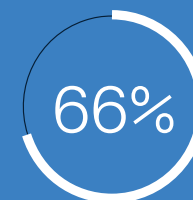


Cost Savings
from Outsourcing

Pay-Per-Click (PPC) Manager

The primary responsibility of a Pay-Per-Click (PPC) Manager is to develop, implement, and optimize paid advertising campaigns on platforms like Google Ads, Bing Ads, Facebook Ads, and LinkedIn Ads to maximize ROI and drive targeted traffic.

- **Campaign Strategy & Management :** Plan, launch, and optimize PPC campaigns to achieve business objectives.
- **Keyword Research:** Identify high-converting and cost-effective keywords for ad targeting.
- **Bid Management & Budget Allocation:** Adjust bids and budgets to maximize ROI.
- **Ad Copywriting & A/B Testing:** Create compelling ad copy and run tests to improve performance.
- **Landing Page Optimization:** Ensure landing pages are optimized for conversions.
- **Performance Tracking & Analytics:** Monitor KPIs using Google Analytics, Google Ads, and other tools.
- **Competitor Analysis:** Track competitor strategies and adjust campaigns accordingly.
- **Conversion Rate Optimization (CRO):** Improve click-through rates (CTR) and conversion rates.
- **Remarketing & Retargeting:** Develop strategies to re-engage past visitors.
- **Reporting & Insights:** Provide detailed reports on campaign performance and ROI.



Cost Savings
from Outsourcing

Content Writer & Copywriter

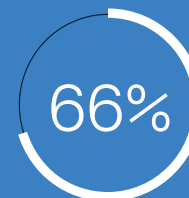
The primary responsibility of a Content Writer & Copywriter is to create engaging, persuasive, and SEO-optimized written content that aligns with a brand's goals, attracts the target audience, and drives conversions.

For Content Writers:

- **Content Creation :** Write blog posts, articles, guides, whitepapers, and other long-form content.
- **SEO Optimization:** Conduct keyword research and implement best SEO practices.
- **Audience Engagement:** Craft content that educates, informs, and engages readers.
- **Research & Fact-Checking:** Ensure content accuracy and credibility.
- **Content Strategy:** Collaborate with marketing teams to align content with business goals.
- **Editing & Proofreading:** Maintain high-quality, error-free content.
- **Publishing & Distribution:** Upload content to websites, social media, and other platforms.

For Copywriter:

- **Ad & Sales Copywriting :** Create persuasive ad copy, landing pages, and email campaigns.
- **Brand Messaging:** Develop a consistent brand voice and tone.
- **Conversion Optimization:** Write compelling CTAs to drive sales and engagement.
- **Social Media & Email Marketing:** Craft engaging posts, headlines, and email content.
- **Product Descriptions & Website Copy:** Write clear and persuasive product pages.
- **A/B Testing:** Test different copy variations for higher engagement and conversions.

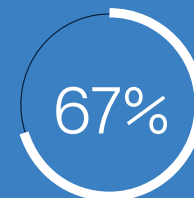


Cost Savings
from Outsourcing

Social Media Manager

The primary responsibility of a Social Media Manager is to develop, implement, and manage a brand's social media strategy to increase brand awareness, engage the audience, and drive business growth.

- **Social Media Strategy Development:** Create and execute a strategy aligned with business goals.
- **Content Creation & Curation:** Develop engaging posts, images, videos, and stories.
- **Community Engagement:** Respond to comments, messages, and mentions to build relationships.
- **Social Media Advertising:** Plan and optimize paid ad campaigns on platforms like Facebook, Instagram, LinkedIn, and TikTok.
- **Analytics & Performance Tracking:** Monitor KPIs using tools like Meta Business Suite, Google Analytics, and Sprout Social.
- **Competitor Analysis:** Track industry trends and competitor activity to refine strategy.
- **Collaboration with Other Teams:** Work with content writers, designers, and marketing teams to align messaging.
- **Influencer & Partnership Management:** Identify and collaborate with influencers and brand partners.
- **Crisis & Reputation Management:** Handle social media crises, negative comments, and brand reputation issues.
- **Platform Optimization:** Stay updated on platform changes and adjust strategies accordingly.

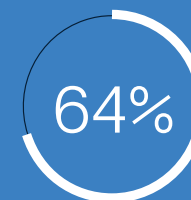


Cost Savings
from Outsourcing

Graphic Designer

The primary responsibility of a Graphic Designer is to create visually appealing and effective designs that communicate a brand's message and support marketing goals across digital and print platforms.

- **Visual Content Creation:** Design graphics for websites, social media, ads, presentations, and marketing materials.
- **Brand Consistency:** Ensure all designs align with brand guidelines and identity.
- **UI/UX Design Support :** Assist in designing user-friendly website layouts, app interfaces, and digital experiences.
- **Print & Digital Design:** Create brochures, flyers, banners, packaging, and other marketing assets.
- **Typography & Layout Design:** Use design principles to create readable and engaging content.
- **Photo Editing & Retouching:** Enhance images for social media, ads, and product visuals.
- **Motion Graphics & Video Editing (if applicable):** Create animations, GIFs, or video assets for digital marketing.
- **Collaboration with Teams:** Work with marketers, copywriters, and developers to bring campaigns to life.
- **Software Proficiency:** Use tools like Adobe Photoshop, Illustrator, InDesign, Figma, and Canva.
- **Trend Awareness:** Stay updated on design trends, industry standards, and emerging technologies.

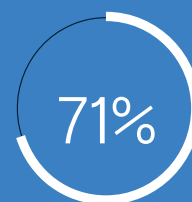


Cost Savings
from Outsourcing

Email Marketing Specialist

The primary responsibility of an Email Marketing Specialist is to develop, implement, and optimize email marketing campaigns to engage audiences, nurture leads, and drive conversions.

- **Email Campaign Strategy:** Plan and execute email marketing campaigns aligned with business goals.
- **List Segmentation & Management:** Organize and segment email lists for targeted messaging.
- **Email Content Creation:** Write compelling subject lines, copy, and CTAs.
- **A/B Testing:** Test subject lines, email copy, and designs to optimize open and conversion rates.
- **Email Automation:** Set up automated workflows such as welcome sequences, follow-ups, and re-engagement campaigns.
- **Personalization & Dynamic Content:** Implement strategies to tailor emails based on user behavior and preferences.
- **Deliverability Optimization:** Ensure high email deliverability by managing spam filters, bounces, and sender reputation.
- **Analytics & Performance Tracking:** Monitor key metrics (open rates, click-through rates, conversions) using tools like HubSpot, Mailchimp, or Klaviyo.
- **Compliance & Best Practices:** Adhere to GDPR, CAN-SPAM, and other email marketing regulations.
- **Collaboration with Teams:** Work with content, design, and sales teams to create cohesive campaigns.



Cost Savings
from Outsourcing

Video Editor & Animator

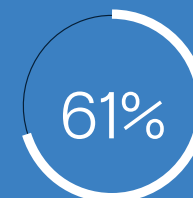
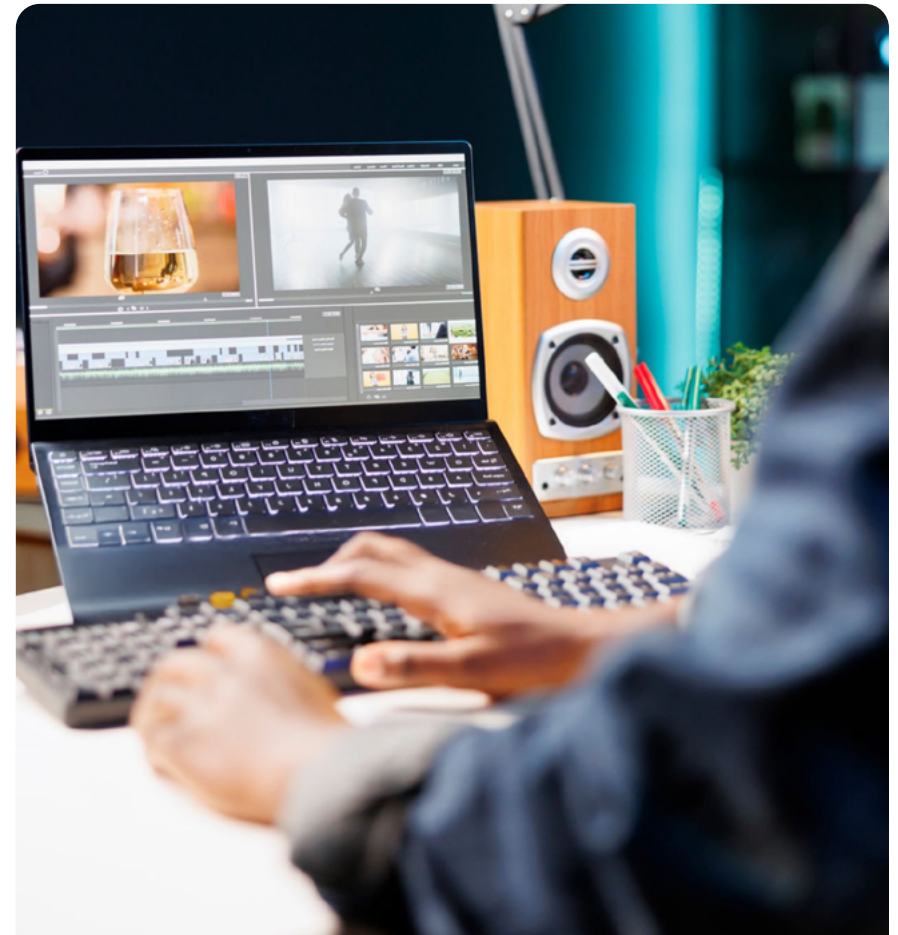
The primary responsibility of a Video Editor & Animator is to create, edit, and enhance video content using motion graphics, animations, and special effects to engage audiences and support marketing or storytelling objectives.

For Video Editors:

- **Video Editing & Post-Production:** Cut, trim, and arrange video footage for a polished final product.
- **Storytelling & Narrative Flow:** Maintain a compelling and engaging visual story.
- **Color Correction & Grading:** Enhance the visual appeal and mood of videos.
- **Sound Editing & Mixing:** Sync audio, remove noise, and add sound effects or music.
- **Transitions & Effects:** Apply smooth transitions, overlays, and basic animations.
- **File Management & Optimization:** Ensure videos are exported in the right format for web, social media, or broadcast.

For Animators:

- **Motion Graphics & 2D/3D Animation:** Create engaging animations for marketing, social media, or explainer videos.
- **Character & Object Animation:** Design and animate elements for storytelling or branding.
- **Typography & Kinetic Text:** Develop animated text effects for added engagement.
- **Special Effects & VFX:** Integrate CGI, green screen effects, or visual enhancements.
- **Software Proficiency:** Work with tools like Adobe Premiere Pro, After Effects, Final Cut Pro, and Blender.
- **Collaboration with Teams:** Work closely with marketers, content creators, and designers to bring ideas to life.

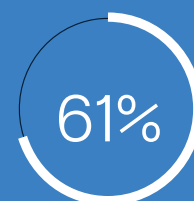
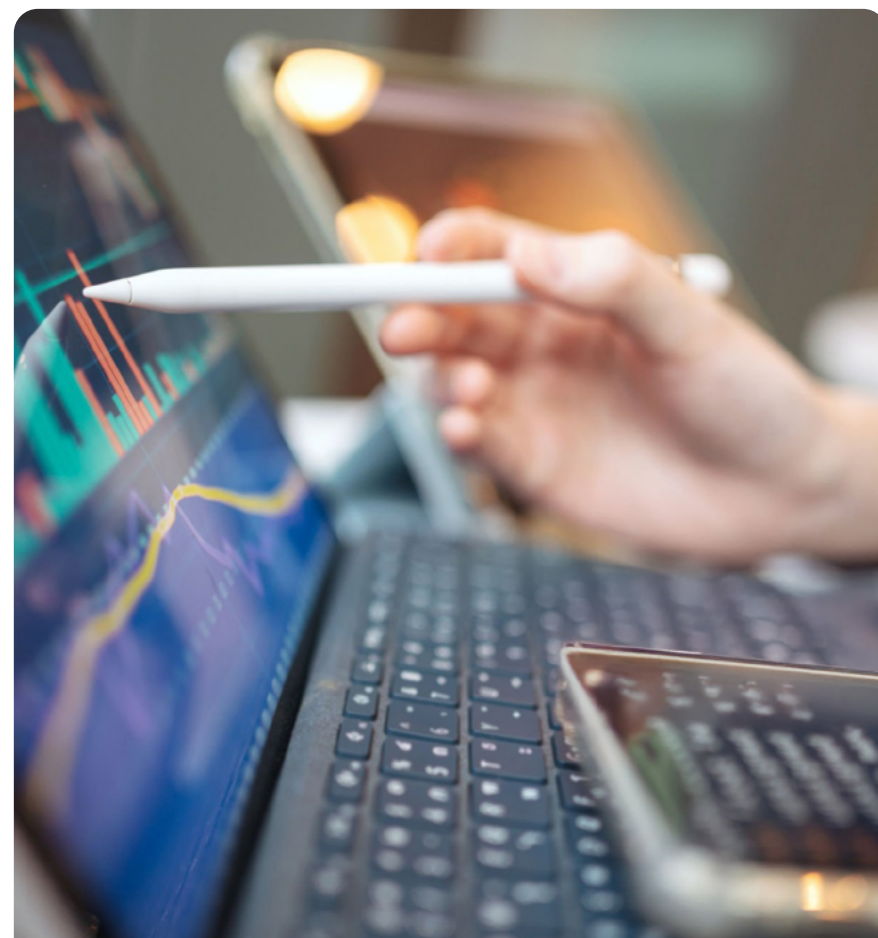


Cost Savings
from Outsourcing

Marketing Automation Specialist

The primary responsibility of a Marketing Automation Specialist is to design, implement, and optimize automated marketing workflows to nurture leads, improve customer engagement, and drive conversions efficiently.

- **Marketing Automation Strategy:** Develop and execute automation workflows that align with business goals.
- **CRM & Platform Management:** Set up and manage tools like HubSpot, Marketo, Pardot, or ActiveCampaign.
- **Lead Nurturing & Scoring:** Automate lead tracking, segmentation, and scoring for personalized engagement.
- **Email & Drip Campaign Automation:** Create sequences for onboarding, follow-ups, and re-engagement.
- **Multi-Channel Automation:** Integrate email, SMS, social media, and website interactions into automated workflows.
- **Data Analytics & Reporting:** Track key metrics (open rates, conversions, lead flow) to optimize performance.
- **A/B Testing & Optimization:** Test subject lines, messaging, and workflow triggers to improve results.
- **Integration & API Management:** Connect automation tools with CRM, sales, and other marketing platforms.
- **Compliance & Data Privacy:** Ensure GDPR, CAN-SPAM, and other regulations are met.
- **Collaboration with Sales & Marketing Teams:** Align automation strategies with sales funnels and customer journeys.



Cost Savings
from Outsourcing

Data Analyst & Marketing Strategist

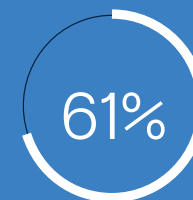
The primary responsibility of a Data Analyst & Marketing Strategist is to analyze data-driven insights to develop and optimize marketing strategies that improve business performance, customer engagement, and ROI.

For Data Analysts:

- **Data Collection & Analysis:** Gather, clean, and analyze marketing and customer data from multiple sources.
- **Performance Tracking:** Monitor campaign KPIs, conversion rates, and customer behavior.
- **Predictive Analytics:** Use statistical models and machine learning to forecast trends.
- **Visualization & Reporting:** Present insights using dashboards in Google Analytics, Tableau, or Power BI.
- **A/B Testing & Experimentation:** Test marketing strategies for continuous improvement.
- **Marketing Attribution Modeling:** Identify which channels contribute most to conversions.
- **Customer Segmentation & Targeting:** Group audiences based on behaviors, demographics, and preferences.

For Marketing Strategists:

- **Marketing Strategy Development:** Create data-driven marketing plans to increase brand awareness, engagement, and conversions.
- **Campaign Planning & Execution:** Design and oversee marketing initiatives across digital and traditional channels.
- **SEO & Paid Advertising Strategy:** Optimize organic and paid marketing efforts.
- **Content & Brand Positioning:** Develop messaging and storytelling that align with business goals.
- **Competitor & Market Analysis:** Evaluate market trends and competitor performance for strategic decision-making.
- **Collaboration with Teams:** Work with content creators, designers, and sales teams to implement campaigns.

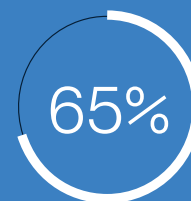


Cost Savings
from Outsourcing

Digital Marketing Manager

A Digital Marketing Manager is responsible for developing, implementing, and managing online marketing strategies to drive brand awareness, customer engagement, and business growth.

- **Develop and Execute Digital Marketing Strategies:** Create and implement comprehensive digital marketing plans aligned with business goals. Identify target audiences and develop customer engagement strategies.
- **Manage SEO & SEM Campaign:** Optimize website content for search engines (SEO). Manage Google Ads and other pay-per-click (PPC) campaigns.
- **Social Media Management:** Develop and execute social media strategies on platforms like Facebook, Instagram, LinkedIn, Twitter, and TikTok. Track and analyze social media performance.
- **Content Marketing:** Oversee the creation of engaging and high-quality content (blogs, videos, infographics, etc.). Develop content strategies to improve brand presence and engagement.
- **Email Marketing Campaigns:** Plan and execute email marketing campaigns for lead generation and customer retention. Optimize email campaigns based on analytics and A/B testing.
- **Paid Advertising (PPC & Display Ads):** Manage online ad campaigns on Google, Meta (Facebook/Instagram), LinkedIn, and other platforms. Monitor ad performance and optimize for maximum ROI.
- **Analytics & Performance Tracking:** Use Google Analytics, Facebook Insights, and other tools to measure campaign performance. Generate reports and provide insights to improve digital strategies.
- **Website Management & Conversion Optimization:** Oversee website updates, landing pages, and UX/UI optimization. Improve conversion rates through A/B testing and performance analysis.
- **Lead Generation & Customer Acquisition:** Develop strategies to capture and nurture leads through digital channels. Implement marketing automation and CRM tools.
- **Budget Management:** Allocate and manage the digital marketing budget effectively. Ensure cost-effective spending for maximum returns.
- **Collaboration & Team Management:** Work with designers, content creators, and developers to execute marketing campaigns. Manage and guide digital marketing team members.



Cost Savings
from Outsourcing

How much will you save?

Whether you're considering one role or a team of multiple hires, the cost savings generated through outsourcing are significant and realized on day one. Take a look at the summary below to see how much you could be saving:

REGULAR EMPLOYEE AT \$25/HOUR

Annual Employer Cost

\$67,797

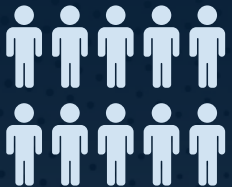
BY CONVERTING POSITIONS TO THRIVEMODAL



2



5



10



20

Thrivemodal Employee

Annual Single Employee

\$23,796

YOU WILL SAVE (ANNUALLY)

\$88,386

\$220,964

\$441,929

\$883,857



Why Choose Thrivemodal as Your Outsourcing Partner?

At **Thrivemodal**, we provide businesses with top-tier digital marketing professionals from the Philippines, ensuring **cost-effective, high-quality, and scalable** solutions. Our unique approach to outsourcing goes beyond the traditional ‘virtual assistant’ model. We connect you with career-oriented professionals from Fortune 100 companies who are eager to bring their expertise to the U.S. market for the first time.

Key Benefits of Outsourcing with Thrivemodal:

- **Lower Costs:** Save up to 70% compared to hiring in-house teams
- **Expert Talent:** Work with top digital marketing professionals.
- **Scalability:** Quickly expand your marketing team as needed.
- **Flexibility:** No long-term commitments or upfront fees.
- **Proven Success:** A track record of helping businesses grow through strategic outsourcing.

Conclusion

Outsourcing your digital marketing roles allows you to focus on what matters most—**growing your business**. With **Thrivemodal** as your trusted outsourcing partner, you gain access to world-class marketing professionals who deliver results without the overhead costs of hiring full-time staff.

Are you ready to **scale your digital marketing efforts** and take your business to the next level?

Contact Thrivemodal today to explore how we can help you build an outsourced marketing team that drives real growth!

Visit Thrivemodal.com to learn more.