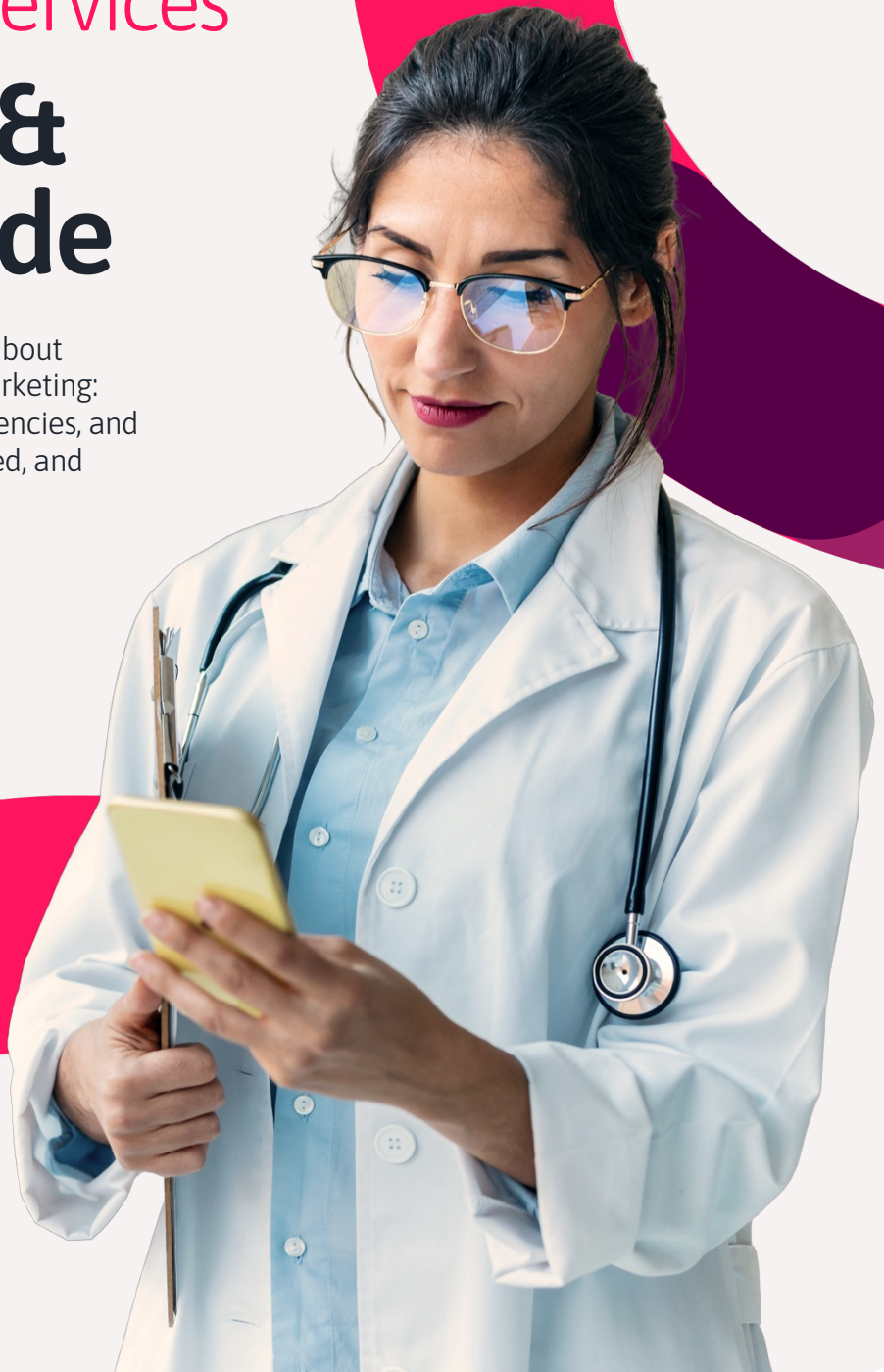


Healthcare Marketing Services

Options & Cost Guide

Everything you need to know about resourcing your healthcare marketing: comparing in-house teams, agencies, and embedded teams on cost, speed, and accountability.



What Does Healthcare Marketing Cost?

Every healthcare company manages its marketing differently. What it costs depends on your goals, your scope, and the model you choose.

The Biggest Question

It isn't only how much; it's which model. An in-house team, a traditional agency, and an embedded team cost and perform very differently. This guide compares all three.

Note: Figures reflect typical US healthcare marketing costs. Exact pricing varies by provider, scope, and market.



Cost Range

\$1,500 - \$50,000 per month

Typical monthly cost of an agency, an in-house team, or an embedded team:

Healthcare marketing covers a wide range of work: brand and strategy, content, multi-channel campaigns, and demand generation.

That work can be delivered by an in-house team, a traditional agency, or an embedded team, and the model you choose shapes both cost and results.

Three Options for Your Marketing

Decide which marketing option you need, before comparing prices.



In-house Marketing Team

You hire and run your own marketing staff. This gives you full control but also the highest fixed cost, plus months of recruitment, salaries, benefits, and management before any work ships. Scaling requires more hiring, while leave or turnover can slow output.



Traditional Agency

An agency can run marketing as your de facto external function or augment an internal team on specific channels, campaigns, or creative. Scope, specialism, and accountability for results vary widely from one agency to the next.



Embedded Marketing Team

An embedded team works inside your business like your own staff, but deploys in weeks, not months. You get experience and proven tactics from day one and clear accountability for results, re-earned month to month rather than locked into a long contract.

Buyer's Note: Resourcing marketing isn't all-or-nothing. The strongest setups are clearly scoped, with ownership and accountability for every area, whoever delivers the work.

How Marketing Services are Priced

Marketing costs are structured one of four ways. Knowing how each model works lets you compare options equally and judge what your investment buys.

	How It Works	Best For	Costs
Monthly Retainer	A fixed monthly fee covering an agreed scope of services. The most common model for ongoing marketing engagements.	Organizations that need consistent, ongoing marketing activity.	\$1,000 - \$10,000 per month
Project-based	A fixed fee for a defined, one-time deliverable, such as branding, a strategy project, or a website.	One-off needs or organizations not yet ready for a retainer.	\$200 - \$25,000 per project
Hourly / Consulting	An hourly rate for specialist advice or execution.	Ad hoc support, strategy reviews, or compliance guidance.	\$50 - \$500 per hour
In-house Team	Not a fee but a cost you carry directly: salaries, benefits, software, and management overhead every month, whether output is high or low.	Organizations building a permanent, full-time marketing function.	\$10,000 - \$50,000 per month

Why Healthcare Marketing Costs More

Healthcare is not a standard vertical because of complexity and costs unique to the industry.



Compliance & Accuracy

Health claims must be accurate and substantiated. Every asset requires regulatory review, clear disclaimers, and patient-privacy safeguards, adding specialist time to each deliverable.



Niche Audience

Reaching the right decision-makers takes precise targeting and channel expertise. In patient-facing programs, it also means reaching patients at the moment they need a solution.



Considered Decisions

Healthcare choices are considered and high-stakes, shaped by trust, cost, and coverage and often several decision-makers, so marketing has to sustain engagement over time, not chase quick clicks.



Trust-based Buying

Decisions hinge on credibility and proven expertise, so work must reflect real industry knowledge, not generic messaging.



MARKETING OPTIONS

Marketing Service Options

Entry Level

Brand Awareness & Content Foundation

**Lowest End of the Spectrum -
Most Affordable Recurring Cost**

At this level, the focus is brand presence and content consistency across core channels.

Important: Entry-level is a brand awareness play. On its own it generates few leads. For lead generation, add growth channels.

Included Services

 Planning

 Social Media

 Website

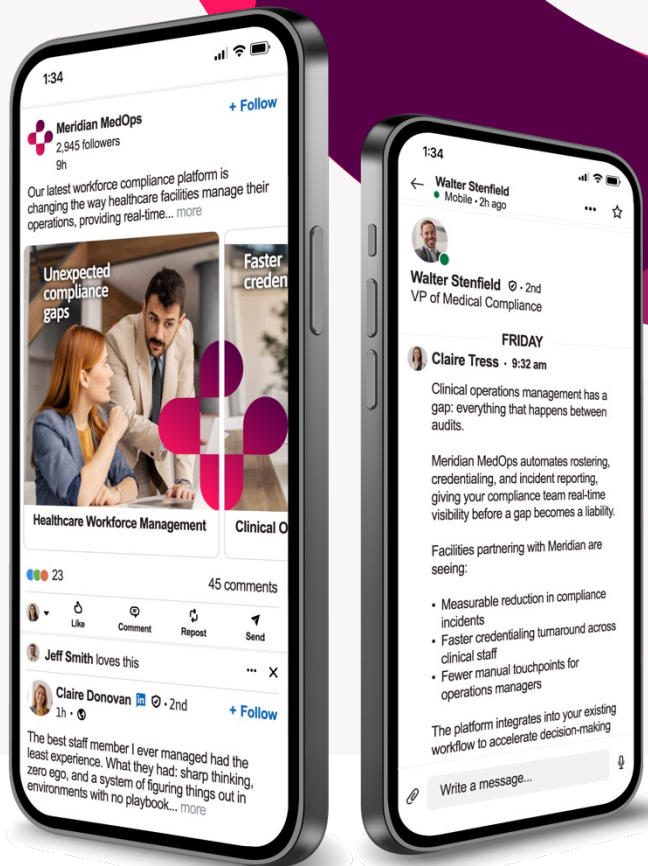
 Email Content

 Basic SEO

 Reporting

Cost Range

\$1,500 - \$3,000 per month



Best for: Organizations ready to move beyond brand awareness and start generating demand.

Mid Range Multi-channel Growth

A Common Choice for Growing Organizations

The provider identifies opportunities and acts across multiple channels.

Mid-range retainers typically include activity tied to commercial goals, building demand and credibility with your audience before they are ready to decide.

Included Services



Content



Social Media



Email Marketing



SEO



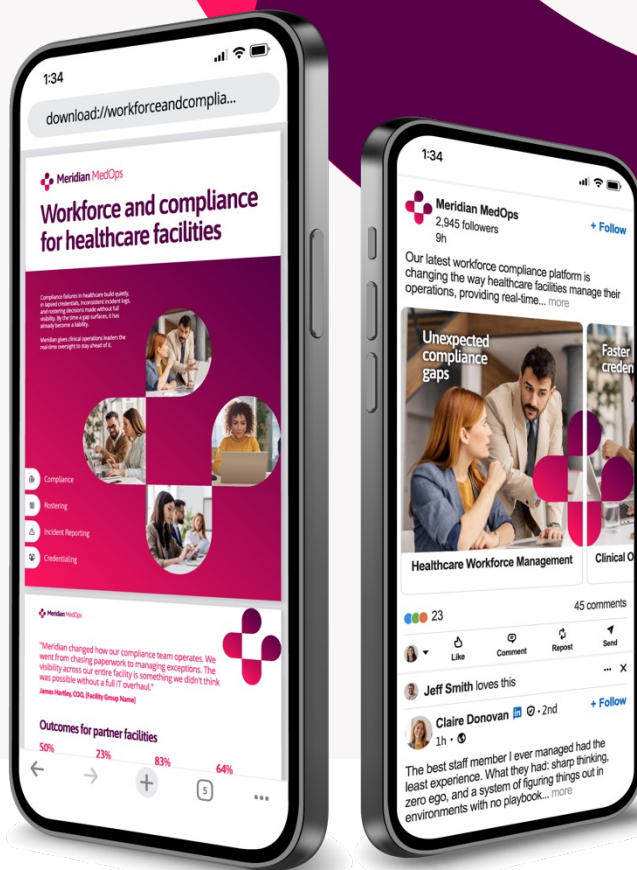
Basic Paid Media



Reporting

Cost Range

\$3,500 - \$7,000 per month



Best for: Organizations ready to move beyond brand awareness and start generating demand.

Full Service

Demand Generation & Growth

Complete Marketing Operation

The provider operates as a fully integrated partner: running every channel, aligned to your revenue goals, and accountable for results.

Full-service adds activities that drive results, like paid advertising, conversion optimization, and performance reporting.

Included Services



Paid Media



Social



SEO



Content



Optimization



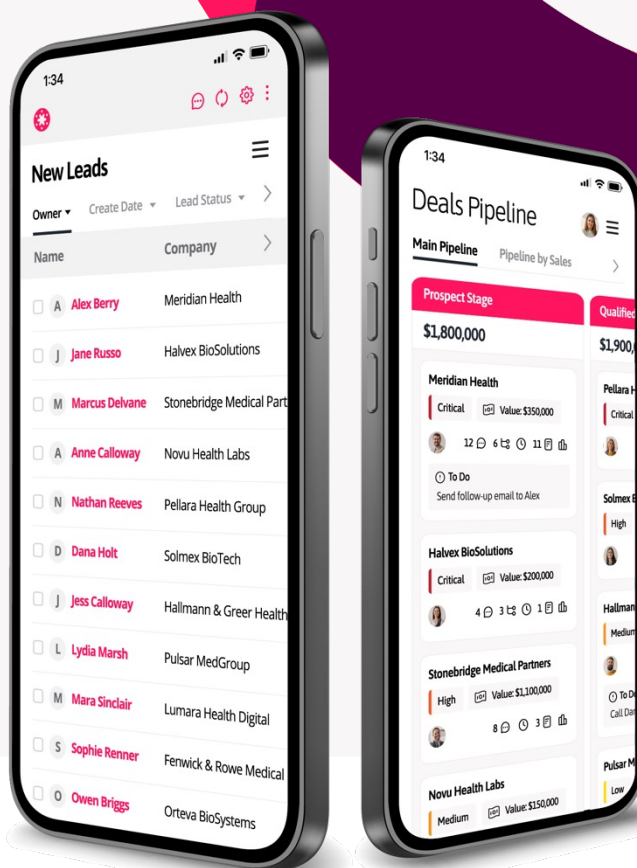
Automation



Reporting

Cost Range

\$7,000 - \$15,000 per month



Best for: Organizations with growth targets and a need for a integrated marketing function.

Project-based Work

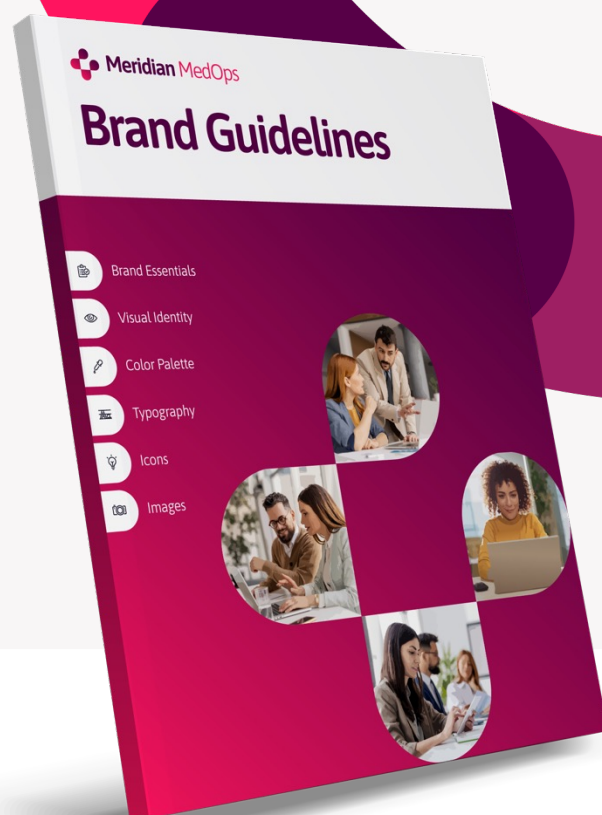
One-time Marketing Solutions

For Defined, One-time Projects

Many start with a project before committing to a retainer or add one to an existing retainer for a specific need.

Cost Range

\$3,000 - \$12,000+ per month



Project Type	What It Covers	Typical Costs
Branding	Logo, visual identity, brand voice, and usage guidelines.	\$3,000 - \$8,000
Strategy	Audience and market research, positioning and messaging.	\$3,500 - \$7,000
Marketing Automation	Selecting and setting up CRM or automation tools, with workflows and reporting.	\$2,000 - \$5,000
Website Development	Strategy, copywriting, design, build, and launch of a new or refreshed website.	\$8,000 - \$20,000

Factors that Affect Pricing

Within any range, a few variables move your cost up or down.

Factor	Impact on Cost
Scope of Services	The number of channels and deliverables is the single biggest pricing driver. More channels, more content formats, and more campaigns = higher cost.
Active Channels	Each additional channel (paid social, email, retargeting, content) requires dedicated resource. Only pay for the channels that serve your customer journey.
Compliance	Every asset needs review for accuracy, claims, and privacy. That specialist time raises cost relative to general marketing.
Audience Complexity	Targeting a single audience in one geography is simpler and cheaper than running multi-persona, multi-region campaigns across a complex audience.
Ad Spend	Ad spend is usually budgeted separately from provider fees. Managing paid media is included in the retainer or charged as a percentage of spend (15-20%).
Contract Details	Longer contracts may attract lower monthly rates. Flexible, no lock-in arrangements tend to carry a small premium. Always understand the exit terms before signing.
Specialization	Specialists typically cost more than generalists but deliver higher-quality, more relevant work with far less ramp-up.

How Much Will my Marketing Cost?

Work through these questions before your first provider conversation.



Marketing Goals

Do you need awareness or leads, or both?



Current Activities

Have you started marketing, or starting from scratch?



Marketing Channels

Which channels are active, and which are missing?



Marketing CRM

Do you have a CRM or lead-tracking system?



Requirements

Do you need strategy, execution, or both?



Success Metrics

What does success look like in 6 and 12 months?



Business Specifics

How many do you need to reach?



Total Budget

What is your total marketing budget, including ad spend?



Important: Your needs may be more complex than expected. Staying open during scoping helps prevent under briefing, misdirected work, and wasted budget.

MARKETING CHOICES

What Option is Best For You?



Your Checklist for Choosing

Not all providers or teams are equal, and healthcare rewards specialist knowledge.

What to Look For

Why it Matters in Healthcare

☒ Healthcare Experience	Healthcare expertise reduces the learning curve around your audience, regulations, and buying cycles.
☒ Accountability for Results	Choose a provider measured on outcomes, not content volume or impressions.
☒ Compliance Awareness	Ask how compliance checks are built into the process, not added at the end.
☒ Speed to Launch	Confirm the typical timeline from signed contract to active campaign.
☒ Flexibility & Exit Terms	Avoid long lock-ins. Look for short-term or flexible agreements.
☒ Alignment to Your Goals	Your provider should connect marketing activity to commercial goals and report on the results.

Selection tip: Decide which of the above items are most important to you before selecting a new provider. Assess them based on your criteria to see if they are a fit.

In-house Team

Building an In-house Marketing Team

Is the Default Option the Best Choice?

Hiring your own marketing team gives you the deepest business context and the most control. It also carries the highest fixed cost and the longest path to results. Weigh the trade-offs and the hidden costs before you build.



Strengths



Deepest Context

The team knows your business, audience and priorities firsthand.



Full Control

Direct communication and work that shifts with daily priorities.



Knowledge Stays In-house

Expertise builds over time and remains within the business.



Stronger Oversight

Brand and compliance reviews stay under your control.



Full Attention

A dedicated team focused solely on your business.

Limitations



Highest Fixed Cost

Salaries, benefits and tools continue regardless of workload.



Slow to Build

Hiring and onboarding can delay delivery for months.



Narrow Skill Overage

Small teams rarely cover every marketing discipline equally well.



Key-person Risk

Leave, illness or turnover can stall delivery.



Management Burden

Senior leaders must hire, direct and retain the team.

True Cost of an In-house Marketing Team

Salaries (Base, excl. benefits)

	Low Range	High Range
Marketing Manager	\$82,000	\$138,000
Content Marketer	\$55,000	\$90,000
SEO Specialist	\$60,000	\$100,000
Digital Ads / Paid Media Specialist	\$65,000	\$110,000
Marketing Coordinator / Designer	\$45,000	\$90,000

Benefits & Employment

Health insurance (employer contribution)	\$35,000	\$75,000
401(k) employer match	\$12,500	\$40,000
Paid time off & leave entitlements	\$20,000	\$50,000
FICA / payroll taxes (~7.65% of base)	\$23,000	\$40,000
Workers compensation & liability	\$7,500	\$20,000

Recruitment & Onboarding

Recruitment fees (agency or job boards)	\$5,000	\$20,000
Background checks & onboarding admin	\$500	\$2,000
Productivity loss during 3–6 month ramp (per hire)	\$15,000	\$ 40,000
Turnover replacement (1–2 roles/yr)	\$20,000	\$60,000

Tools & Software

CRM (HubSpot, Salesforce)	\$10,000	\$36,000
Marketing automation (Marketo, ActiveCampaign)	\$12,000	\$24,000
SEO tools (Semrush, Ahrefs)	\$3,000	\$10,000
Design tools (Adobe Creative Cloud, Figma)	\$3,000	\$8,000
Project management (Asana, Monday.com)	\$1,000	\$5,000

Benefits & Employment

Health insurance (employer contribution)	\$35,000	\$75,000
401(k) employer match	\$12,500	\$40,000
Paid time off & leave entitlements	\$20,000	\$50,000

TOTAL ANNUAL COST

	\$474,000	\$958,000
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Traditional Agencies

Limitations of the Agency Model

Before deciding, it helps to understand the limits of the agency model.

How The Agency Model Works

You brief the agency. They produce work, you review, the cycle repeats. They are paid for outputs, content, campaigns, and are rarely accountable for results.



- ☒ **Slow Feedback Loops**
Long cycles delay feedback. When results arrive, months of budget may already be wasted.

- ☒ **Lack of Industry Context**
An outside agency rarely understands your business as deeply as an internal team.

- ☒ **Watching the Clock, Not the Work**
Agencies bill by the hour so they're focused on billable hours than deadlines or results.

- ☒ **Output Focus, Not Outcome Focus**
Agencies deliver posts, emails, and reports. You need inquiries, leads, and measurable results.

The Result? Organizations spend 12-18 months before deciding the model isn't a fit, after lost budget and time. Other models can suit better.

Embedded Teams

Benefits of an Embedded Team

An embedded team works differently from an agency, or an in-house team. Instead of costly staff, overheads, team management and performance reviews, you get a lean team, at a fixed monthly cost, without the time management.

What Does 'Embedded' Mean for Your Business?

The team joins your communications and internal discussions, knows your audience, and makes decisions with the same priorities as an internal hire, but without the payroll, recruitment, or management overhead.



How Does an Embedded Team Compare?



Faster Decisions, Clearer Team, Communication

Make decisions in hours, enabling faster iterations, and results.



Deeper Understanding of Your Business

Uses internal insights to build the market, product, and audience.



Accountability Focused on Results

Owns outcomes, adjusting activity in real time based on performance.



In-House Context Without the Overhead

Gains in-house context without the salaries, benefits, or overhead.

	In-house Team	Agency	Embedded Team
Cost	High: salary, benefits, overhead	Variable: retainer plus project fees	Up to 80% less than in-house
Speed to Launch	Months of recruitment	Weeks to brief and ramp	Live in weeks, no recruitment
Business Context	Deep: internal by definition	Shallow: external, brief-based	Deep: embedded, like internal
Accountability for Results	Internal KPIs vary	Typically output-focused	Results measured, not outputs
Compliance Integration	Strong if well-briefed	Risk of misalignment	Built in through proximity
Flexibility	Fixed headcount	Contract-dependent	Scales with no new hires

COLLECTIVE LOOP

A New Take on Marketing



Branding Manager



Lead Generation Manager



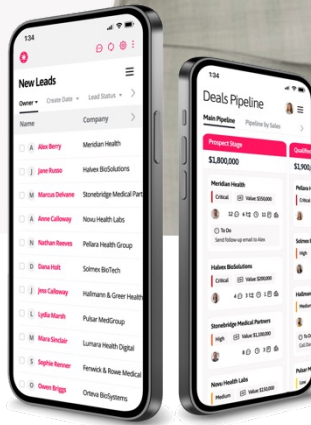
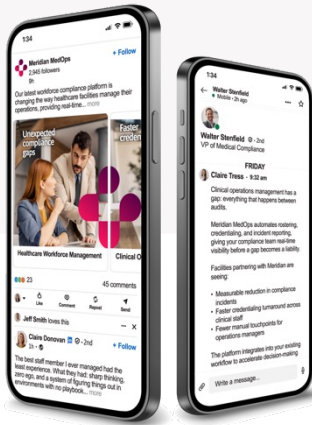
Content Manager

Marketing Solutions to Build Awareness and Growth

We are an embedded marketing team: healthcare specialists who work inside your business to drive results.

 Content Manager

 Lead Generation Manager



Content Solutions

A consistent, high-quality content system across every channel: social, website, email, advertising, and print.

Growth Solutions

Multi-channel growth marketing across organic and paid social, outreach, email, and retargeting.

Added Services

Brand Builder: complete brand identity. Big Brain: strategy and audience definition. CRM Backbone: CRM setup, integration, and management.

NEXT STEPS

De-risk your Marketing Decision

We offer a **discounted first-month trial** of any solution. Experience how an embedded team operates inside your business (the speed, the quality, the integration) before you decide whether to continue. Our results keep clients, not contracts.

Discover a New Approach to Marketing

Visit Us to Learn More