In-House Hire, Agency or a Dedicated Team in India?

Most marketing teams reach the same point sooner or later. The platform that runs your campaigns, lead routing and reporting needs a proper owner, and nobody on the team has the hours to be that person. Maybe your specialist resigned. Maybe the platform simply grew faster than the team around it. Whichever way you got here, the options usually come down to three: hire someone locally, give the work to an agency, or bring in a dedicated specialist through a partner in India. None of these is wrong. What catches people out is comparing them on the wrong number. A salary figure, an agency quote and a partner quote aren’t measuring the same thing, so this guide lines them up on what each one actually costs your business, how long it takes to get someone working, and how much control you keep.

Option 1: Hire someone locally

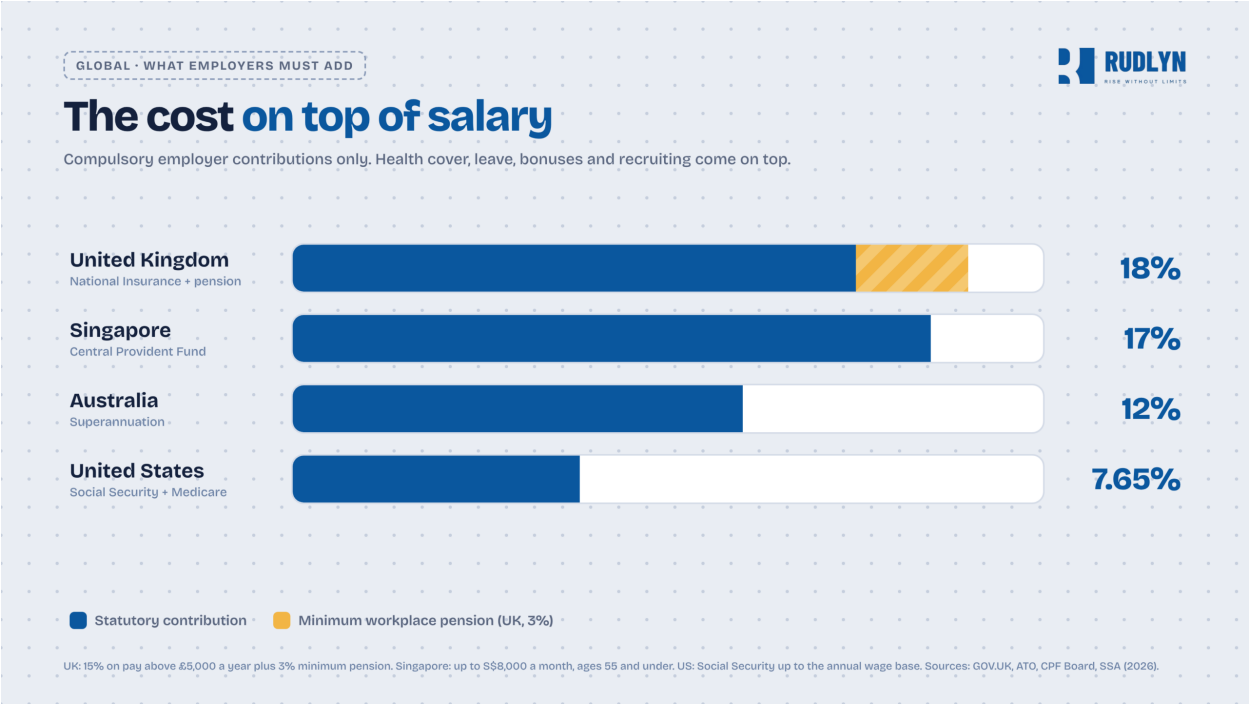
A local, full-time employee is the option most companies picture first, and for good reason. They work your hours, sit in your meetings and, over a few years, end up knowing your data and your quirks better than anyone. If you plan to keep the role in-house for the long run, that depth is hard to beat. The catch is that the salary you advertise is only part of what the role costs.

The costs on top of salary

In every major market, employers pay compulsory contributions on top of each salary, and then add the benefits needed to compete for good people. The compulsory part alone looks like this in a few of the markets Rudlyn works with:

Market	What the employer must add	Rate
United Kingdom	Employer National Insurance on pay above £5,000 a year, plus a workplace pension	15%, plus at least 3% pension
Australia	Superannuation Guarantee	12% of ordinary pay
Singapore	Central Provident Fund, for citizens and permanent residents aged 55 and under	17%, on pay up to S$8,000 a month

Market	What the employer must add	Rate
United States	Social Security and Medicare	7.65%, before health cover



That’s before health insurance, paid leave, bonuses, training budgets, a laptop and software licences. In the United States, for example, government figures put all benefits at roughly 46 cents for every dollar of wages in management and professional roles. Wherever you are, a fair working rule is that the real yearly cost of an employee sits well above the number on the offer letter.

The time it takes

Then there’s the wait. In ManpowerGroup’s 2026 survey of more than 39,000 employers across 41 countries, 72% said they struggle to find the skilled people they need. Marketing technology roles are a small slice of that market, and certified specialists on a particular platform are smaller still. Add the search, the interview rounds, the candidate’s notice period and a few months of learning a setup someone else built, and it can be a long time before the new hire is fully productive.

Best for

Companies that want the role inside the business for years, have budgeted for the full cost rather than the salary, and can afford to wait for the right person.

Option 2: Bring in an agency or freelancer

When you need something built and you need it soon, an agency is often the quickest route. A platform migration, a new scoring model, a rebuild of your nurture programmes: a capable agency can scope it in a week and start soon after.

How agencies charge

Pricing usually follows one of three models: a monthly retainer that buys a block of hours, a fixed price for a defined project, or an hourly rate. Rates swing widely by country, agency size and platform, so any average would mislead you. Your own quotes are the only figures that count. When you compare them, look past the headline price and ask how many hours are included, who will actually do the work, and how quickly a request gets picked up.

The limits of the model

Agencies are built around projects that start and finish. Owning a platform every day is a different kind of job. Most agency specialists split their week across several clients and work from a ticket queue, which means each request is handled in isolation. Nobody is keeping an eye on the account as a whole between tickets, so the slow problems, such as a form that stopped syncing or a routing rule nobody updated, tend to surface only when someone in sales asks where their leads went. You also don’t get to pick the person. The agency assigns whoever has capacity, and that can change from one month to the next.

Best for

Defined projects like migrations and new builds, or extra capacity alongside someone who already owns the platform.

Option 3: A dedicated team in India

The third route takes something from each of the first two. A partner such as Rudlyn employs a certified marketing technology specialist in India who works full-time for your company and no one else. To your team they’re a colleague: they’re in your Slack or Microsoft Teams channels, they join your stand-ups, they log in to your platform and

they take their priorities from your marketing lead.

What the process looks like

1. You agree the role with Rudlyn first: which platform, which integrations and what the work will involve day to day.
2. Rudlyn puts forward three to five candidates. Every one is certified on your platform and has passed a six-stage assessment built around real scenarios, not just theory.
3. You run the interviews and choose who joins.
4. Rudlyn takes care of the employment contract, payroll, benefits, equipment and local compliance in India. There’s no company for you to set up there.
5. Your specialist works through a 30-60-90 day onboarding plan, so the first three months have clear milestones.

From the first conversation to a specialist working inside your team usually takes 4 to 6 weeks.

What you gain

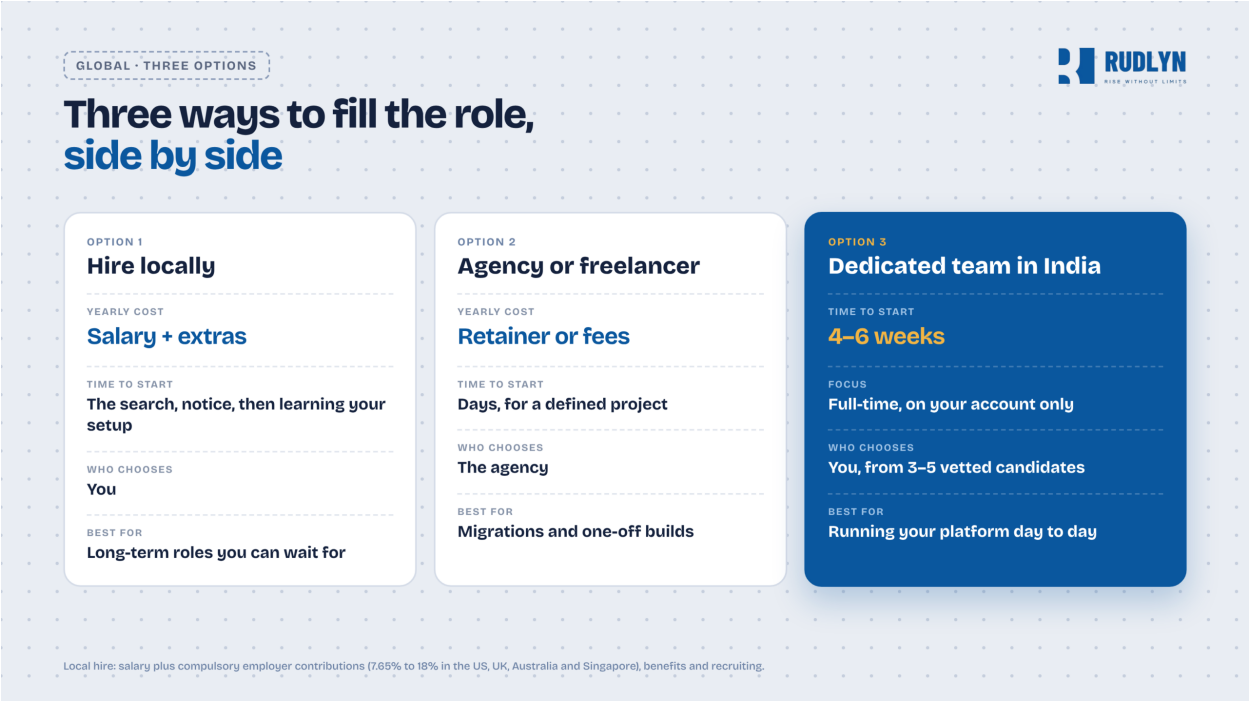
You get the full-time attention of an employee without the long search, and without taking on employment in another country. Skills don’t stand still either: Rudlyn keeps its specialists learning as platforms change, so you aren’t left paying for training to keep up. Working across time zones is usually simpler than teams expect. Hours are agreed when the role is set up, so there’s always a daily window for live calls. Teams in the Middle East share almost the whole working day, and teams in Europe share their full morning. Teams in Australia share the morning and early afternoon. And for teams in the Americas, work briefed before you log off is often waiting for you when you start the next day. Pricing depends on the role and its seniority, so Rudlyn quotes each placement individually. The quote covers the employment, payroll, benefits and equipment that would otherwise sit on your own books.

Best for

Teams that need someone running the platform every day, can’t wait months for a hire, and would rather not manage employment overseas.

The three options side by side

Options	Local Hire	Agency or freelancer	Dedicated team in India
What you pay	Salary plus compulsory contributions, benefits and recruiting	Retainer, project fee or hourly rate	One quote per role, with employment costs included
Time to get started	Search, notice period, then time to learn your setup	Days, for a clearly defined project	Usually 4 to 6 weeks from the first call
Attention on your platform	Full-time	Shared across clients, ticket by ticket	Full-time, on your account only
Who picks the person	You	The agency	You, from a shortlist of three to five
Who employs them	Your company	The agency	Rudlyn
Works best for	Long-term roles you can wait for	Migrations and one-off builds	Running the platform day to day



How to choose

A quick way to narrow it down is to start from where you are today:

- **The role has sat empty for months.** A dedicated team gets a full-time owner in place fastest, and you still decide who joins.
- **You've got one large project and someone who already owns the platform.** An agency is usually the right call for that project.
- **You want the role on your own payroll for years and you can wait.** Hire locally, and budget for the full employment cost, not just the salary.

You honestly aren't sure. Write down everything that has gone wrong since the platform lost its owner. If the list is mostly small, everyday drift rather than one big build, what you're missing is ownership, and another ticket queue won't fix that.

See how it compares for your team

Every company's numbers look a little different. If you'd like to see how a dedicated specialist stacks up against the options in front of you, read how Rudlyn's dedicated team model works or book a consultation.

New to the role itself? Start with What Does a Marketing Automation Specialist Actually Do?

Sources

- ManpowerGroup, "Global Talent Shortage Reaches Turning Point as AI Skills Claim Top Spot" (2026 Global Talent Shortage Survey, 39,063 employers in 41 countries)
- UK, Rates and thresholds for employers 2026 to 2027 (employer National Insurance)
- Australian Taxation Office, How much super to pay
- Endowus, CPF contribution rates 2026 (employer rate and the S$8,000 monthly ceiling)

- US Bureau of Labor Statistics, Employer Costs for Employee Compensation, June 2026
- Rudlyn, Hiring & Evaluation Process