



## Why the inhouseX Model Is the Future of Marketing Talent in South Africa

For decades, marketing leaders in South Africa have operated with two options: build an in-house team, or appoint an agency. The in-house model gives you control and institutional knowledge. The agency model gives you expertise and scalability. Both have structural weaknesses that most organisations experience but few talk about openly.

### The In-House Problem

In-house teams optimise for the organisation's internal culture, not the market's external demands. Over time, they become experts in navigating approval processes, managing stakeholder expectations, and producing work that the organisation is comfortable with. The echo chamber effect is real – and it is expensive. Work that looks good internally often underperforms commercially because the team has lost the external reference point.

There is also the capability gap problem. A single in-house team can rarely cover every discipline a modern marketing programme requires: strategy, digital performance, creative direction, web development, content, and production simultaneously at senior level. The result is a core team that is good at a few things and dependent on external support for the rest – a dependency that is often expensive and poorly coordinated.

"An agency works for your brand. An embedded marketer works in your brand. The difference is everything."

### What inhouseX Solves

inhouseX places vetted, senior marketing professionals directly inside your organisation on flexible terms. They attend your meetings. They know your people. They operate inside your timeline and your approval structure. They bring external market expertise and professional standards – but they apply them with the contextual depth of someone who is genuinely part of your team.

For SMBs, inhouseX provides a professional marketing function without the overhead of permanent employment. For enterprise organisations, it provides specialist capacity or senior leadership without the 12-month recruitment cycle. For both, it provides the Dikwe backstop: quality standards, methodologies, and professional accountability that a standalone freelancer simply cannot offer.

### The Numbers Make Sense

A senior marketing manager in Johannesburg costs between R 38,000 and R 52,000 per month in salary alone – before UIF, SDL, medical aid contributions, performance bonus, and the cost of onboarding and training. An inhouseX senior specialist, fully briefed and operational within weeks, costs R 58,000 to R 85,000 per month all-in. The total cost of employment for a comparable permanent hire, factoring in all oncosts, is rarely lower than the inhouseX equivalent – and carries significantly more risk if the hire does not work out.

The inhouseX model is not a premium. For most organisations, it is the more rational economic choice.



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