



**Marketing
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EXECUTIVE SUMMARY

FOR MEMBERS

OVERVIEW

Managing an In-House Creative Team

by Dmitry Shamis

Have you ever wondered about the benefits of an in-house creative team? Dmitry Shamis goes in depth about what in-house teams can do for a brand and how to create one in this presentation.

Dmitry Shamis is the Senior Director, Creative, at HubSpot, where he oversees brand, creative strategy, and creative operation. Based in Chicago, IL, Dmitry can't wait to hop on a plane again and travel the world.

“Creatives are now seen as partners and not support. They have a proper seat at the table.”

Shamis explains why you should have an in-house creative agency and what the benefits are. He explains the pros and cons and who might benefit. He then uses his company, HubSpot, as an example of how to improve and develop an in-house creative agency. By giving creatives a seat at the table and putting the brand infrastructure at the forefront, HubSpot was able to revolutionize their in-house creative team- evaluating and re-imagining the way the companies, creatives, and marketing teams work and communicate.



1. What Is an In-House Creative Agency?

- An in-house creative agency is a group of individuals focused on conceptualizing, ideating, and executing the creative needs of a brand.
- In-house creative agencies provide a range of services, including strategy, and creative marketing for traditional and new media, and media planning/buying.
- In-house agencies also provide content marketing, creative strategy, data and marketing analytics, media strategy, programmatic media, and social media planning.



2. Why Have an In-House Creative Agency?

- **Pros**
 - **Better business understanding** - the creatives understand the goals and missions of their company from the inside. They are part of the plan from the beginning.
 - **More familiarity with the brand** - speeds things up and ensures consistency throughout the work. Your in-house team will be familiar with styles, colors, etc.
 - **Better internal communications** - allows creatives to go directly to the source when a question is asked.
 - **Good for the business** - Providing mentorship and growth opportunities is hugely influential.

- **Cons**
 - **Less diversity of opinion** - everyone is exposed to similar data points and executions. They don't see what they do from the outside.
 - **Less time for creativity** - a focus on execution and moving quickly leaves little room for innovation.
 - **Less diversity of skills** - you tend to be limited to internal skillsets. For smaller companies this may limit the creative skills you can access.



3. HubSpot's In-house Creative Agency Evolution and the Need for Structural Change

- HubSpot's creative agency wasn't structured in the most efficient way. Internal communications and business understanding were lacking. This had to change.
 - There was little to no prioritization.
 - They were way behind schedule on fulfilling their duties.
 - There was not enough context around projects for the creatives to produce effective work.



4. Getting the Right Work Done - New models of operation.

In order to solve their problems, HubSpot implemented what they called the “Lane Model” which views creatives as partners rather than service providers.

- Grouping creatives in lanes with others is key. In this new model, there are a number of creatives and marketers in a single working group or “lane.”
- Giving creatives support is now a priority for the business.

- Collaboration leads to understanding. These groupings allowed the creatives to understand the business concept because they are collaborating with the marketers.



5. Brand Infrastructure - A critical part of HubSpot

HubSpot's brand is overseen by their creative team. There are many benefits to this. The team:

- Identifies, prioritizes, and builds foundational tools, assets, and systems of the brand.
- Maintains and evolve the brand with a systematic approach.
- Identifies gaps and main points of the brand.
- Spreads brand awareness and education.
- Plans ahead for future needs.

Conclusion

Dmitry Shamis begins by explaining what an in-house creative team is and why a company would want one. He discusses the pros and cons of bring a creative team in-house. He then discusses his own company, HubSpot, and their issues regarding creative and marketing communication. He outlines the issues and solutions in such a way as to provide concepts and strategies that anyone can use, both in deciding on whether to have an in-house creative team and implementing such team.



The executive summary above was written by staff from watching the presentation and many other ideas were presented. Members may watch the full presentation if wished by logging in.