BEFORE YOU POST THE JOB

One marketing hire vs. a full team: what it *really* costs in Calgary

Most companies budget a marketing hire by looking at the salary. This page puts everything on the table, so you can compare one person with a small team for about the same money.

01 · THE HIRE

One person

- **Marketing coordinator** in Calgary: C$48,000–56,000 a year
- **Content creator**: C$60,000–80,000 a year
- On top of salary: employer CPP and EI, benefits, vacation
- Before they start: weeks of posting, interviewing and onboarding
- Then: one person covering **four jobs**. Strategy, filming, editing and paid ads

02 · THE TEAM

C$5,500 /month + GST

- **Strategy:** kickoff with a lead goal for month 3, a monthly plan and a monthly review
- **1 shoot day** a month in Calgary or Edmonton
- **12 short edited videos + 20 edited photos** a month
- **Posting** on Instagram, Facebook, TikTok and YouTube Shorts, 3 posts a week
- **Meta Ads management**, up to C$5,000 in ad spend included
- **Every lead lands in your CRM**, organized for your team to follow up

SIDE BY SIDE

The same budget, two very different *setups*

	ONE HIRE	THE TEAM
COST	~~Salary + payroll + benefits~~	C$5,500/month, nothing extra
SKILLS	~~One person, four jobs~~	One specialist per job
IF THEY LEAVE	~~Start hiring again~~	Nothing stops
START	~~Weeks of hiring and training~~	Ads live on day 14

03 · PROOF

A building-materials supplier in Edmonton got **10–20x more inquiries** (their words), with ads live 14 days after kickoff.

04 · WHEN A HIRE IS THE BETTER CALL

If you need someone in the office every day for events, sales support or admin, a hire makes sense. A team makes sense when what you need is content, ads and leads, done well, every month.

NEXT STEP

Want to see how it would look for your company? **Reply to this email** and we'll walk you through it in 15 minutes.