

Freelance, Outsource, or Offshore?

Finding the Right Fit for Marketing & Admin Support



Modern accounting firms know that visibility and consistent communication drive growth but not every firm has the people or time to make that happen.

From freelancers to agencies to offshore virtual assistants, there are many ways to get marketing and admin tasks done.

This guide helps you understand the differences so you can choose the setup that gives your firm the best long-term support.

BOMA



Which Marketing Support Model Fits Your Firm?

Model	Description	Best For	Main Drawbacks
Freelance	Independent contractors hired for short-term or specialised marketing tasks (e.g., social media design, copywriting, website updates).	Small firms needing occasional marketing help or creative work.	Limited availability, variable quality, less accountability, no long-term continuity.
Outsource (Agency)	External agency managing your marketing strategy, campaigns, or content for a set fee.	Firms that want full-service marketing but don't want to manage it internally.	Expensive, limited flexibility, often lacks accounting industry context.
Offshore / Virtual Assistant (VA)	A dedicated offshore team member who supports your firm daily - managing marketing, admin, and coordination tasks as part of your extended team.	Firms seeking consistent marketing and admin support that's cost-effective and scalable.	Requires onboarding and communication setup, but integrates fully once aligned.

How each model performs for marketing & admin Support

Aspect	Freelance	Outsource (Agency)	Offshore / VA
Availability	Ad-hoc or per project	Based on agency schedule	Full-time or part-time, integrated with your team
Familiarity with Your Firm	Low – learns per task	Moderate – understands campaigns	High – works within your systems and processes
Cost Efficiency	Pay per project; can add up	High monthly retainers	Predictable monthly cost; better ROI over time
Consistency & Quality	Varies per freelancer	Professionally managed but external	Consistent output with growing firm knowledge
Speed & Turnaround	Depends on freelancer's queue	Governed by agency timelines	Immediate response as part of your workflow

How each model performs for marketing & admin

Support continued...

Aspect	Freelance	Outsource (Agency)	Offshore / VA
Control & Communication	Direct, but limited scope	Managed through account managers	Direct daily communication with your firm
Scalability	Limited; each hire adds complexity	Scalable but costly	Easily scalable with additional offshore roles
Knowledge Retention	Lost when project ends	Retained within agency only	Retained within your extended team
Marketing & Admin Tasks Supported	Copywriting, graphics, one-off posts	Campaigns, paid ads, strategy	Social scheduling, email campaigns, client newsletters, website updates, CRM data, reporting, and admin support

Key Takeaways

Freelancers

- Freelancers are ideal for specific creative projects but not for long-term consistency.

Outsourced

- Outsourced agencies bring expertise but can feel disconnected and costly.

Offshore / Virtual

- Offshore virtual assistants (VAs) or marketing/admin support roles offer the most sustainable balance combining affordability, flexibility, and daily continuity.

In Summary

- These roles can manage both marketing execution (using tools and templates) and admin support, allowing partners to focus on client and growth priorities.

Next Step

If your firm's marketing feels inconsistent or your partners are doing too much of it themselves, it might be time to add extra capacity through an offshore marketing/admin role and use marketing technology to simplify and automate tasks.

Book your free 30-minute strategy call via the QR code below.

Get a personalised roadmap to identify your firm's capacity, marketing, and growth opportunities.

