

FOUR HIRES, OR ONE *fractional* TEAM?

Your marketing team needs development, design, data & SEO, and CRM & email work every month.

This page compares covering that work with four in-house hires against a fractional team from Ember & Oak, using public salary and recruiting data.

~\$556K

a year for four in-house hires, fully loaded

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\$114K

a year, starting price for the full Success Team

EMBER & OAK

39 DAYS

median time to fill one role, before notice periods

SHRM, 2026

\$5,475

average recruiting cost per hire, before salary

SHRM, 2025

01 What the hires would cost

ROLE (US)	SALARY	FULLY LOADED
Web developer	\$87.3K	\$124.7K
UX / web designer	\$116.7K	\$166.8K
SEO & analytics specialist	\$81.9K	\$117.0K
CRM & email manager	\$103.2K	\$147.4K
All four	\$389.1K	\$555.9K

02 What the same work costs with us

YOU NEED	TIER	FROM / YEAR
One discipline	Specialist	\$42K
Two disciplines	Specialist Pair	\$72K
Three or four	Success Team	\$114K

The full Success Team starts below the fully loaded cost of any one of the four hires (the lowest is \$117.0K). Fully loaded figures leave out recruiting, equipment and management time, so the in-house numbers are conservative.

03 How the two options compare

	FOUR IN-HOUSE HIRES	EMBER & OAK
Time to start	Recruit each role, then notice periods	Up and running within 30 days
Management time	Line management for each hire	We run the work; you set the priorities
If it isn't working	Reviews, an HR process, then start again	30-day refund*, no employment contracts
If someone leaves	Recruit again	We cover it; delivery continues
Commitment	Permanent headcount	6-month minimum, then month to month
When you outgrow it	–	We tell you, and help you hire

THE REAL QUESTION

Do you have a full month of work for each of these roles yet?

If you do, hire. If you don't, a full-time hire sits partly idle, and one person rarely covers four disciplines well. That in-between stage is where we help, and when your workload justifies an in-house team, we'll say so and hand over properly.

04 The terms, in plain English

Monthly fee	Starting prices; your final price is agreed on a free call, before you sign.
6-month minimum	Then month to month. Billed monthly, or upfront if you prefer.
30-day refund*	Cancel in the first 30 days for a full refund, and keep the work.
Ownership	100% of the work, code and accounts are yours from day one.
Scope	Your website: development, design, data & SEO, CRM & email. Not paid media or social.

Sources: salaries are Indeed US national averages (Web Developer, UX Designer, SEO Specialist, CRM Manager), September 2026. Fully loaded = salary ÷ 0.70, from US Bureau of Labor Statistics, Employer Costs for Employee Compensation, June 2026 (benefits are 30% of private-industry employer compensation costs). Time to fill: SHRM 2026 Recruiting Benchmarking, median for non-executive roles. Cost per hire: SHRM 2025 Benchmarking Reports, average for non-executive hires. Ember & Oak prices are starting prices in USD; annual figures are 12 × the monthly starting price. UK and EU versions are available on request. *The 30-day refund applies to retainers only, not one-off projects.

Book a free 30-minute Fit Call. An honest read, no pitch deck.

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