# Article information:

6 Tips on Building a Startup Marketing Team from Nik Sharma
<https://marketerhire.com/blog/nik-sharma-startup-hiring?ref=marketermilk>

# Article summary:

1. Consider hiring a content marketer as your first marketing hire, depending on the founders' skills.

2. Avoid big agencies and be honest about the workload of an early-stage company when recruiting talent.

3. Take time to perfect your brand strategy and bring creative in-house to save money and time.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article is written by MarketerHire, a platform for connecting marketers with companies, which could lead to potential bias in favor of their services. The article is based on an episode of MarketerHire's marketing operations webinar, MarketerLive, which could also lead to potential bias in favor of their services. The article does not provide any evidence or sources for the claims made by Nik Sharma, such as his experience working with DTC startups from Brightland to Pill Club or his Forbes “30 Under 30” list at 22. Additionally, the article does not explore any counterarguments or present both sides equally; it only presents Nik Sharma's opinion without exploring other perspectives or opinions from other experts in the field. Furthermore, there is no mention of possible risks associated with some of the advice given by Nik Sharma such as avoiding big agencies or bringing creative in-house too soon before testing product-market fit. Lastly, there is promotional content included in the article such as links to listen to the podcast version of MarketerHire’s conversation with Nik Sharma and a link to sign up for updates on MarketerLive's second season which could lead readers to believe that this article was written solely for promotional purposes rather than providing valuable insights into building a startup marketing team.

# Topics for further research:

* Risks associated with building a startup marketing team
* Advantages of working with big agencies
* Product-market fit testing
* Pros and cons of bringing creative in-house
* Expert opinions on building a startup marketing team
* Marketing operations webinar

# Report location:

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