

Outsource your marketing to get the best of all worlds

Mike Johnstone, Managing Director of *The Outsourced Marketing Department*, explains why outsourcing is the efficient and cost effective way to meet your company's marketing needs.

What to expect from us

You can expect from *The Outsourced Marketing Department* everything and more that you would expect from a well-trained and committed in-house marketing team.

You would expect your marketing team to:

- Think strategically about ways to promote your products and/or services
- Share your vision of success and to work towards the objectives set out in your Business Plan
- Respond to your every request – however major or minor – be it drafting a letter to customers from the Chairman or bigger strategic projects like direct marketing campaigns or undertaking meaningful market research
- Be proactive in suggesting PR ideas
- Be creative in generating literature and other marketing materials
- Keep up to date with developments within your company and industry as well as latest marketing techniques.

Professional marketing support

The Outsourced Marketing Department is successful in acting as an 'on tap' marketing resource for a wide variety of companies, large and small. Typically, our clients first come to us as a result of a personal recommendation – perhaps because they have a 'one off' need for marketing support/specialist help which they can't fulfil in-house.

Of course, for any business, the need for professional marketing input is ongoing.

That is why many of those companies that come to us during their early growth phase (often for literature production or database management) come to rely on us for all their marketing requirements. With larger companies we often provide additional/alternative support during periods of change or intense activity.

We pride ourselves on getting to know our client company's business (products, services and target market) really quickly and well in order to be of maximum service and to be as much like an in-house team as possible. The big difference, of course, is that you only pay for us when we are working directly for you.

The Benefits of Outsourcing

The benefits to clients of outsourcing their marketing to us are many. These are the main attractions of using *The Outsourced Marketing Department*:

Cost

- You employ us on a pay-for-use basis – which is very cost-efficient. You can use us as much or as little as you need or want to.

Ease

- Using us relieves you of the need to recruit, train and manage in-house staff (Forget the headaches of National Insurance contributions, holiday and sickness pay, office space and equipment, staff appraisals and salary reviews.)

Quality

- By using us, you can be assured of having highly trained and experienced senior marketing staff working on their behalf from the outset. Because we know what we need to do and how to do it, we can work fast, accurately and with less supervision required.

Skill

- You can be assured of our impartiality. We are skilled in all aspects of the 'marketing mix' and this means that we are not obliged to force you down any particular route. If we were a specialist advertising or design agency, our advice would be skewed towards the need for new advertising or corporate identity. Instead, we focus on strategic needs and provide the most appropriate solutions.

Perspective

- We are also impartial in the sense that we are not swept up in your internal office politics. This means that we can challenge company strategy where we feel that there is a need to do so. And, whilst maintaining client confidentiality, we can offer advice and suggestions based on our knowledge of successful marketing techniques and strategies used by non-competing companies with similar target markets or product/service profiles.

Alertness

- By working closely and regularly with you, we can be proactive. If we identify a PR opportunity or a useful networking/sales contact for example, we will alert you immediately rather than waiting for our next assignment.

Time-efficiency

- Because time is money for all of us, many clients appreciate the way that we work, using telephone, email and fax for immediacy in the majority of our communications and meeting only as often as clients wish to. Some clients ask us to attend external meetings – where sales and marketing matters are on the agenda – as representatives of the company. We are happy to do this.

Control

- Some people are unwilling to outsource because they see it as a 'loss of control'. This is a false perception. If you outsource to us, you retain the ultimate control because if we fail to perform for you, you stop using us.

Our limitations (yes, unfortunately we have some!)

Occasionally you may have some requirements that are very specialist in nature. Just as you would not expect your in-house marketing team to have the resources for every job, we can't always take on major projects requiring particular specialisms. Where ***The Outsourced Marketing Department*** can help in such circumstances, however, is by using our experience and knowledge to find you the best specialist partner for the job, briefing and, if necessary, managing the project on your behalf.

What about the money side?

We charge our clients on an hourly or daily basis for time spent on their account. Our billing advice clearly shows how much time has been spent on each pre-agreed project. Our rate is agreed in advance with clients and takes into account the mix of work that we may be required to do from the 'menial' through to the 'cerebral' (Eg. database inputting through to strategic planning.)

When they first use us, some clients are cautious about embarking on the hourly rate charging structure and prefer to have a fixed price per project. This absolutely fine.

In a nutshell

We can be your marketing department. We can be your strategists, your sounding board and your practical, 'hands-on' implementers. You only need to use us when you need to use us and you will only pay for our time when we are actively engaged on work that you have agreed in advance. For professional and cost-effective marketing support, look into ***The Outsourced Marketing Department***.