

P R E S S R E L E A S E

Getting known, gaining momentum and going international...

The Outsourced Marketing Department

celebrates 5 successful years.

It's a strange name for a company, perhaps, but it's also one which is becoming familiar to a growing number of businesses in the Bishop's Stortford area. ***The Outsourced Marketing Department***, based in Little Hadham and celebrating its 5th birthday this month, literally 'does what it says on the tin'. It helps its clients to grow their businesses by providing professional marketing support on an *outsourced* basis – rather than the alternative of '*in-house recruitment*' - with associated fixed costs and training demands.

The Outsourced Marketing Department, has registered a 500% increase in turnover since its first year of trading in 1999 and is poised for further expansion in its own key markets – namely local companies (along the booming M11 corridor) and Financial Services Sector companies.

Managing Director, Mike Johnstone believes ***The Outsourced Marketing Department*** offers an attractive proposition to local businesses:

"There is no doubt in my mind that people are becoming more familiar with the concept of '*outsourcing*' specific areas of their business to professionals who are trained to perform well in those areas. Using **us** as an 'outsourced marketing department' is often a very practical and cost-effective solution for companies that need marketing input to help them through to their next stage of growth, but aren't ready to employ full-time marketing staff.

"In just five years, ***The Outsourced Marketing Department*** has helped well over 100 clients – from a very wide variety of business sectors – with a range of different

marketing requirements – from literature production through to ongoing marketing and public relations strategy.

“We are also pleased to state that we have gone ‘international’ this year, having added a Luxembourg-based company to our client list. It just goes to show that, with the advent of electronic communications, marketing is a professional service that can be supplied remotely and still be as effective for the client as if it were conducted in-house. Our clients like to know that we’re on their wavelength but not on their payroll.”

For any local business that would like to find out more about the concept of outsourcing its marketing, useful information can be found on the internet at **www.tomd.co.uk**.

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Photograph: A digital photograph of Mike Johnstone accompanies this release

Notes to Editors

- **Mike Johnstone** regularly writes and lectures on the subject of marketing and is a regular contributor to a variety of business and financial publications
- ***The Outsourced Marketing Department*** was formed in April 1999. Turnover has increased year-on-year and in 2004 was up 500% on turnover in year one.
- The primary focus of ***The Outsourced Marketing Department*** is to help its client companies to achieve profitable growth through a combination of client acquisition, client retention and the maintenance of positive public perception.
- Clients of ***The Outsourced Marketing Department*** are predominantly from the financial services sector but include a wide spectrum of other businesses, many based in the M11 corridor.
- ***The Outsourced Marketing Department*** believes that clients should expect from them everything that they would ask from an in-house marketing team.
- ***The Outsourced Marketing Department*** undertakes all elements of the ‘marketing mix’.

ENDS