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Outsource Marketing:

A Smart Choice for Technology Businesses

Many businesses believe they only have two choices when it comes to marketing -- establish an internal department or contract specific services with a full-service marketing agency. There is a third option worth exploring. Strategic outsource marketing provides the commitment of an internal resource and the capabilities of a full-service agency without the operating costs of either.

Comparing Options

If your firm hires a VP-level marketing executive you can expect to pay upwards of \$175,000 in salary and benefits just to start. While your new VP may be able to develop a marketing strategy, your firm will still have to allocate a considerable budget to outsource projects to creative agencies for tactical execution.

Outsourcing services to a typical full-service agency means you pay for all of their services – even if you don't use them. Operating costs for every department must be absorbed by all the clients.

A strategic outsourcing firm combines the best of both worlds. A dedicated project manager works with you to develop a marketing strategy designed specifically to meet your company's needs. The strategic outsourcing firm then provides your technology company with a full array of marketing expertise under one umbrella to bring your message to an increasingly demanding and hard-to-reach audience.

The key distinction with a strategic outsourcing firm is that you only pay for what you need – when you need it!



Strategic Outsource Marketing Benefits

Scalable Budgets

The first and most critical benefit of strategic marketing outsourcing is a company pays only for the services used for the length of time needed. The marketing team assigned to your firm can be scaled to suit projects of any size and scope.

With an in-house team, you have consistent expenses. With an outsourced marketing department, you only pay for resources when you need them.



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Breadth of Services

Search engine optimization, online business networks, business blog...marketing tactics and supporting technologies are changing at lightning speed. Outsource marketing provides access to a team with expertise in every marketing discipline. A quality "turn-key" marketing firm can provide specialists in all marketing disciplines as well as vertical industry experts.

Time to Focus on Your Core Competencies

By outsourcing the marketing function, your internal team will have more time to spend on what you do best: product innovation, customer service or quality control.

"Ins" in the Industry

From knowledge of online printers with 2-day turnaround to friendships with editors, outsource marketing firms bring industry know-how to your firm. Marketing firms have day-to-day contact and partnerships with direct mail list firms, printers, journalists, reporters and more. And we often find uncanny overlaps between a product of one client and the service of another.

Views from the Outside

While an outsourced marketing department takes the time to intimately learn your products, technologies, and customers, its team member do not have years of ingrained company culture. Firm members are not afraid of suggesting radical ideas. Because marketing team members may work on several outsource teams, they often have fresh and objective viewpoints to share.

Why Strategic Outsourced Marketing Makes Sense for Technology Firms

With its attractive advantages, marketing outsourcing might be assumed to be a logical choice for nearly every company looking to grow its business. But certain key characteristics of technology firms make strategic outsource marketing extremely attractive.



One Marketing VP



An Entire Marketing Team

Staying smart in today's volatile business environment requires access to resources well-versed in current practices across all marketing disciplines. But technology firms must focus on their intellectual property and product lifecycles, and often cannot focus on the latest in marketing tactics. Outsourcing the marketing function lets key executives in the firm focus on the core competencies instead of trying to keep up on the latest internet marketing strategy.

Consider Strategic Outsource Marketing for Your Firm Today

Companies that outsource the marketing department can focus on their core competencies while a seasoned team of experts handles marketing. Marketing is improved across the board as the entire function becomes driven by objectives, strategies, a marketing plan, and budget.

For more information on the benefits of marketing outsourcing, or to arrange a marketing assessment meeting, contact us at 734-864-4094 or visit www.clarityqst.com.