



## Benefits of Outsourced Marketing

# 4 Key Reasons To Grow With An Agency

# 4 REASONS

## Who Benefits Most?

Small to mid-sized, privately held businesses where:

- The owner has been coordinating or executing his/her own marketing.
- There is little to no in-house marketing staff or department.
- The VP of Sales is also serving as VP of Marketing.
- The in-house marketing manager is swamped with an assortment of tasks – and they're struggling to keep pace with the ever-growing list.



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## Fresh Perspective

An outsourced marketing expert brings a valuable outside point of view to your company, leading to fresh ideas and programs that drive business. And because your outsourced experts are also working with other firms and industries, they can apply marketing best practices from those industries to yours with great success.

## Flexibility

There will naturally be times when your firm needs to pay a lot of attention to marketing – often at the end of the year as you plan for the coming one, maybe when you are rebranding your company or building a new website – and there will be times when simply maintaining your website, sending your newsletter and updating your social media sites will be sufficient. When you have an outsourced marketing team, your marketing staff can be expanded or contracted to accommodate your business cycles.

## More for Your Money

Outsourcing your marketing allows you to have one point of contact that contributes multiple marketing skillsets. So for the cost of hiring, paying and providing benefits for one fulltime marketing director who brings a single set of skills and experience, you can have an entire team of specialists working for you.

## Consistency

Many entrepreneurs fall into the trap of paying attention to their marketing only when sales are down, business is slow or they are doing something specific that requires a concentrated effort – launching a product, entering a new market, building a new website, etc. But if you do not make your marketing an ongoing priority, it will fail to serve you well. An outsourced firm can help to ensure that your marketing hums along consistently, even during your busiest times.