



## SHOULD YOU OUTSOURCE YOUR MARKETING

Most companies already outsource a portion of their marketing function - advertising.

But what about direct-mail management, lead management, or customer analytics? Increasingly, expertise in these and other marketing areas lies outside your own walls. And that is why more and more companies are turning to marketing partners.

While company marketing departments have plenty of talented right-brain, creative types, they may lack the left-brain analytics needed to better understand their customers in today's information-rich environment.

### **Outsourcing marketing can lead to better quality and lower costs.**

Businesses are familiar with the benefits of outsourcing various corporate functions, but the idea of outsourcing marketing seems relatively new. But, it is catching on. In a recent poll of marketing executives, 53 percent reported plans to outsource most of their marketing activities.

The benefits to business include cost savings and improved quality. Additionally, many firms lack "left-brain" analytical skills in-house, even though those skills are becoming more important than ever in an age of one-to-one marketing, and find that outside expertise is often needed.

With media fragmentation, such decisions will become far more common, because companies can no longer rely on mass marketing to reach prospective customers. Communication tasks have become much more complicated, and therefore more dependent on metrics and analysis.

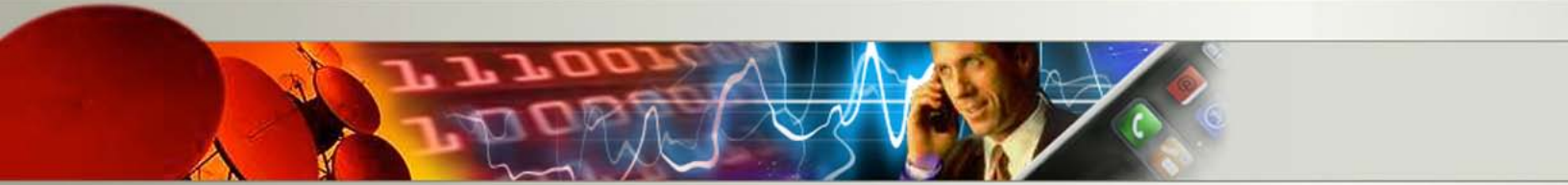
Companies stand to benefit considerably by outsourcing analytical functions to qualified suppliers if those skills are lacking in-house.

### **Overseeing an outsourcing program.**

The skills required of the marketing manager are rapidly changing. Today, managers are like ringmasters in a circus; they must understand how to access the skills they need, since in practice they are relying on a variety of in-house and outside suppliers to get the job done.

Marketing managers need to nurture ongoing relationships with outside suppliers. The best outsourcing arrangements are partnerships. Suppliers should not be regarded as mere contractors, since contractors do not always perceive a long-term stake in the project's success.

The value created should be seen as shared value. Managing suppliers in this way requires a great deal of skill and competencies that are not always resident within a firm. This challenge requires negotiation and communications skills as well as a strong ability to project manage several elements of various marketing campaigns.



## **The future of marketing.**

Companies in general turn to outsourcing their marketing as a means of saving money while accessing the skills they need, whether it's strategic planning, collateral design and production or public relations.

As companies have become more comfortable and familiar with outsourcing arrangements, they've become willing to trust outside suppliers with business functions that, until recently, have not been outsourced.

## **Outsourced Marketing Solutions**

Quorum - Technology Marketing Group can provide you with complete outsourced marketing solutions that cost less and are more effective than trying to create similar solutions internally. Outsourced marketing allows you to focus on strategy and core business functions which produce the intrinsic value customers want.

Outsourced marketing will give you the advantage of working with proven marketing professionals who will increase your market share, lower your cost structure, and save you time. Quorum - Technology Marketing Group marketing capabilities are scalable to meet the needs of any business.

## **Outsourced Marketing Services Offered**

- Market research
- Competitive analysis
- Develop a marketing plan that will achieve your sales goals
- Advertising creation, management, and placement
- Public relations
- Collateral development
- Promotional products
- Marketing projects tailored to meet other specific business needs

