

BusinessWeek



Outsourcing Your Marketing Services

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Have you ever considered outsourcing some, or even all, of your marketing? Doing so can help you achieve your business goals if you don't have a marketing department, or it can give you more hands and fresh ideas if you do. Here are some benefits to consider:

- **Fill skill gaps.** Since media is increasingly fragmented, communications programs are more complicated. You can't be an expert in every medium and understand the needs of each of your target audiences if your products are sold across vertical industries or have key purchase influencers from several departments.
- **Reduce overhead.** You don't need to hire an individual or team for a specific program. Just outsource an expert. That way you don't bear the hidden costs of recruiting, training, furnishing an office, and employee benefits. Salary is just a fraction of employment costs.
- **Eliminate bias and leverage a broader, different perspective.** Outsourcing eliminates the "We've always done it this way" mentality. You can access the strategic thinking and creative expertise of a marketing professional free of internal political baggage.
- **Improve your focus.** Outsourcing helps you to focus on the core competencies of your business. Talk to your customers or your sales team. You can then provide strategic, insightful direction and play to your strength. You'll help to reduce your risks and maximize the return on investment in your marketing programs with input from the front line.
- **Jump-start your marketing instantly.** Outsourcing gives you access to experienced marketing professionals who can quickly develop plans and campaigns on the tightest of schedules. You can just say "Run with it" and start focusing on the crush of your other competing priorities.

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