



Marketing Marvels

How do you make a difference in today's competitive environment and economy? Find the answers in our March issue of **Marketing Marvels**. Our goal is to show you what's working now, offer business insight and share effective marketing techniques you can implement right away.

Business Insights:

Outsourcing Tips for Smart Marketers

Outsourcing presents numerous advantages and challenges. Stick to your competencies. Do what you best, and outsource the rest! Outsourcing can improve your bottom line, save management time, allow personnel to focus energy and resources to other important tasks, and increase productivity. If you're considering outsourcing, **consider the viability** including, time, budget and resources needed before a decision to proceed. Make sure you **get team buy-in**, by briefing management and key staff (including those who will be heavily impacted) on why an outside firm is needed, what the objectives are and how it will help your company. Make sure to get your **budget approved** first, or you may waste lots of valuable time and resources meeting firms that may be too expensive from the start. Whether you're about to switch firms or outsource for the first time, here's our top ten tips to help you manage the outsourcing process for successful, long-term, relationships:

1. **Core Competency:** What do they do best? What is their true expertise, their "sweet spot?" What's their track record? Do they have success stories?
2. **Stability:** How long has the company been in business? Do they have the resources in place to service your business?
3. **Meet the Team:** Who's who? Check out the team who will be working on your business. What is their background? At the large firms, get past the business development/sales person. Visit the firm's facilities. Meet the folks who will be the "day to day" team.
4. **Size up before you swim:** Are you going to be a "big fish?" or a "little fish" in their pond? You don't want to be the smallest fish that will be largely ignored; yet you don't want to be the biggest fish that can't be adeptly fed and supported. Ideally, in that pond of workflow, you want to be able to hold your own and swim with the best of them.
5. **Outsourcing:** Meeting lots of "fully integrated" companies? Buyers beware. What do they outsource? Everybody outsources something. If it's a significant portion of the business, you may find it beneficial to identify and hire multiple resources.
6. **Define Scope of Work:** Identifying the goals and scope of the assignment and deliverables clarifies expectations on both sides.





7. **Process:** What is the firm's process and methodology? What is their action plan for your company? What are the steps and deliverables involved?

8. **Chart a Communications Course:** Develop joint management teams, defining day-to-day and strategic responsibilities, frequency of meetings, team relationships, preferred contact methods and even escalation protocols.

9. **Measuring Success:** How will success be measured? What can you expect after the first week? After the first month? At the end of the quarter? Develop monthly or quarterly status reports to track results and ensure a positive return on investment. Watch out for over-promises. Reputable firms will provide realistic proposals, and even decline an unrealistic project to preserve their reputation.

10. **What you see is often what you get:** Do they "get it?" Can they get you where you need to go? Look at the visible signs. The upfront process before a contract is signed is often indicative of a working relationship. Firms that come across as easy to do business with, go the extra mile," appear buttoned up and responsive from the beginning, tend to remain that way once on board. A good partner will become an extension of your team. Trust your gut.

Need assistance finding a reputable, carefully screened outsourced partner for your next initiative? [Contact](#) the MarketingDept today!

Missed last month's issue on tips for [Budget Development?](#) Click [here](#) for the PDF file.

For more business insights and marketing tips, feel free to view previous issues of [Marketing Marvels](#) archived online.

Propaganda:

About the MarketingDeptNYC, Inc.

The MarketingDeptNYC (www.marketingdepartment.com) provides outsource marketing advisory, free agency matchmaking and business development consulting to meet a range of sales and marketing needs.

When there's a marketing need, we connect businesses with qualified firms to meet requirements. With our complimentary Marketing Matchmaking service, there's no cost to meet a firm or two from our exclusive talent network of carefully-screened marketing firms, TalentTap™, which includes the following services:





- **Marketing strategy, planning and development**
- **Public relations**
- **Advertising** (Graphic design; Direct mail; Print; Radio; Television; Trade shows)
- **Interactive Marketing** (Websites, CD-Roms, Online Advertising; Email Marketing)
- **Media planning and buying** (all mediums)
- **Customer relationship management** (fulfillment and call centers)
- **Technology development**
- **Network security**

Firms are carefully picked based on their reputation and ability to handle a clients needs better, faster and for less. For businesses interested in meeting a group of firms and go beyond TalentTap™, our agency review consulting services are available.

When there's a sales need to be met, we offer business development consulting and business-to-business lead generation services on a select client basis.

The MarketingDept provides an easier way to develop and manage your outsourced sales and marketing initiatives.

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Call us at 212.751.5456 or email us at Info@marketingdepartment.com Let us save you time and money and help you find solutions to your outsourced sales and marketing needs.

We look forward to the opportunity to assist you with your company's growth and success.

Best Regards,
Michele Harris
President & Chief Matchmaker

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