



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

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

Business Insights:

Outsourcing for a competitive advantage

Since many companies have expressed a greater interest in outsourcing next year, hopefully this research may be helpful in your internal process. Here are the top 10 reasons companies choose to outsource their operations:

Top 5 Strategic Reasons to Outsource*

1. Improve Business Focus
2. Access to Best-in-Class Capabilities
3. Accelerated Business Reengineering
4. Shared Risks
5. Free Resources for Other Purposes

Top 5 Tactical Reasons to Outsource*

6. Reduce or Control Operating Costs
7. Make Capital Funds Available
8. Cash Infusion
9. Resources Not Available Internally
10. Function Difficult to Manage or Out of Control

**Source: The Outsourcing Institute*

Research Study-Outsourcing for Cost Savings

While there are many benefits of outsourcing, there are several perceived risks associated with making the change from an in-house to an outsource operation (e.g. loss of control, loss of knowledge base, interruption of service). The keys to outsourcing success are:

1. Find the right partner who reflects your company's culture & values.
2. Partner with a firm with related experience & industry expertise.
3. Make the outsource organization a part of your own.
4. Find a partner who offers technological efficiencies to reduce cost.
5. Leverage key members of your internal team in different ways.

The greatest benefit that companies cite in outsourcing relate to cost related issues*:

More efficient/economical: 33%

Reduction of overhead: 43%

Savings on benefits: 63%

**Source: Coopers and Lybrand*

For more business insights and marketing tips, view previous issues of Marketing Marvels archived online at <http://www.marketingdepartment.com/marketingmarvels.html>



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What's New & Effective? *Email Holiday Cards!*

A provider in our network creates corporate e-cards for the holidays. Incorporate your brand identity & customized message for a unique greeting card, ideal for connecting with key customers during the holidays. Very inexpensive. Turnaround, set-up through sending, can be done in a few days (contingent upon quick feedback/approvals.) It's not too late to get your e-greetings out!

Propaganda:

About the MarketingDeptNYC, Inc. (MDNYC)

The MDNYC represents an exclusive network of hyper-talented marketing firms to handle your marketing needs--better, faster and for less. We provide free needs analysis, and like marketing matchmakers, we successfully pair businesses with the best-in-class provider to meet specific needs, within the means of virtually any budget. Introductions to qualified companies are absolutely free of charge, because we are compensated by the providers in our network.

Our services includes the following practice areas and more:

- **Marketing strategy, planning and development**
- **Creative development** (brochures, CD-Roms, websites, direct mail, print, TV, radio, trade shows)
- **Promotions, Sweepstakes and Contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Public relations**
- **Customer relationship management** (call centers and fulfillment)

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Call us at 212-772-6992 or email Info@marketingdepartment.com for solutions to your outsourced marketing needs.

Best Regards,

Michele Harris
President & Chief Matchmaker

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