



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

Marketing Marvels

How do you make a difference in today's competitive environment and economy? Find the answers in our February 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:

Managing Your Agency Search

While outsourcing presents numerous advantages, it also presents challenges, both internally, within your organization as well as externally. It takes skill and effort--before the firm is on board, to get the best results. We help companies hire outsourced providers every day. Whether you're about to switch firms or outsource for the first time, here's our top ten tips on finding an agency or outside firm:

1. **Outsource for the Right Reasons:** Stick to Core Competencies. Can your company do the task effectively in-house? If not, then outsource, and apply your energy to other important tasks.
2. **Feasibility:** Consider the viability of outsourcing including, time, budget and resources needed before a decision to proceed.
3. **Management Support:** Brief management and key staff on why an outside firm is needed, what the objectives are and how it will help your company. Include those who will be heavily impacted.
4. **Budget Approval:** Make sure to get your budget approved first, or you may waste your valuable time meeting firms that may be too expensive from the start.
5. **Limit the decision makers.** The smaller the team, the better. Preferably two or three people should approve the selection of a firm, or their work once they are on board.
6. **Define Scope of Work:** Identifying the goals and scope of the assignment before a provider is on board clarifies expectations on both sides; it also saves time and money.
7. **Meet the Team:** Boutique firms aside, get past the business development/sales person of the larger firms who will not be working on your account. Meet the folks who will be. Visit the firm's facilities.
8. **Chart a Communications Course:** Develop joint management teams, defining day-to-day and strategic responsibilities, frequency of meetings, escalation protocols, team relationships and preferred contact methods.
9. **Put it in Writing:** Negotiate a contract that is fair and reasonable to both sides. Include specific services, terms, ownership and confidentiality of data, competitive issues, disclaimers, warranties and indemnities, among other considerations.
10. **Tracking Tools:** How will success be measured? Develop monthly or quarterly status reports to track results and ensure a positive return on investment.

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



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

What's New & Effective?

Professional Hackers: Be Sure. Be Secure.

New security vulnerabilities are released daily. Is your company's electronic information secure? Some analysts claim 3 of every 4 business web sites are vulnerable to attack. A network security firm in our network with expertise in attack/penetration testing and security assessments can help you protect your business from those looking to do you harm. Client successes include Fortune 500 companies in the financial services, healthcare, e-commerce, entertainment and transportation industries.

Interested in meeting these or any other providers? Call the MarketingDeptNYC today!

Case Study: Security Breach at Financial Services Firm

Client: Large NYC-based financial services firm dealing with large IPO filings, mergers & acquisitions, and financial distributions to financial, legal and corporate clients.

Challenges: Assess the severity of a security breach that occurred on their live system, attempt to track from where the attack came, and provide a comprehensive security assessment to uncover any additional vulnerabilities.

Approach: A network security in our network uncovered multiple machines had been compromised, sensitive financial documents were missing and the necessary security measures to track intruders were non-existent. A two-week full attack/penetration test found numerous weak points in the client's security. A detailed report outlined the number and severity of the vulnerabilities, and illustrated remediation steps to correct the weaknesses.

Results: The uncovered security vulnerabilities were remediated within three weeks; many security holes were corrected before they could be exploited. The newly secured network provided a more secure operating environment, and as an added plus, better network speeds were realized due to the newly streamlined network architecture. This client is now more pro-active regarding network security and considers it a mandatory cost of doing business.

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:

- **Marketing strategy, planning and development**
- **Public relations**



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

- **Creative development** (all mediums: online ads, CD-Roms, websites, brochures, direct mail, print, TV, radio, trade shows)
- **Promotions, Sweepstakes and Contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Book Publishing**
- **Customer relationship management** (fulfillment and call centers) and more.

Visit www.marketingdepartment.com for more information.

**Don't Let Your Company be Dateless on Valentine's Day.
Let the MDNYC be Your Corporate Cupid!**

Pass It On

Find this information helpful? Forward this email to a colleague.

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 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

Copyright 2003 MarketingDeptNYC, Inc. All rights reserved.