

**SMARTMARKETING**  
**By CARL MANDELBAUM**  
**PRESIDENT/COO ALMOND TREE MARKETING**



**ALL ACCESS MARKETING FOR GROWTH**

**Outsource Marketing: The Right Choice for Your A/V Company**

Companies are looking for new and innovative ways to keep their marketing momentum going while dealing with fluctuations in the market and budget cutbacks. Smart companies realize that they can't stop marketing activities altogether, especially if they plan on establishing a healthy, long-term business. So when resources, focus, funds and expertise are scarce, where do you turn? Many companies find the answer in outsource marketing.

What is Outsource Marketing?

Outsource marketing refers to the delegation of marketing and marketing-related jobs to an outside agency instead of an in-house department. Outsourcing started gaining popularity in the last decade of last century, but has experienced exponential growth as of late due to the fact that it is a great way to reduce staff costs and other expenses.

Why Use Outsource Marketing?

- Eliminate your overhead costs such as recruiting, training, salary and benefits
- Gain specific expertise not currently available to you in house
- Garner a fresh point of view from an expert outside your company
- Draw on outside experience with what works and doesn't work
- You don't have the ability, need or desire to hire senior-level marketing talent

Examples of Outsource Marketing Services

Web Marketing, Brand Identification, Design Services, Strategic Planning

The Values and Benefits of Outsource Marketing

Keep Moving Forward

This is no time to give up. Your marketing projects need to continue, but your in-house resources are limited. To ensure that the effort, money and energy you've already invested doesn't go to waste, outsource your marketing needs to experienced, qualified resources.

Ensure that Your Information is Secure and Accessible

In today's economy, people are laid off or change jobs, sometimes in the middle of marketing projects. When they leave, they take with them the project assets (in the form of knowledge). With outsource marketing, you have a centralized team as your partner and your knowledge assets remain protected as well as archived for future use.

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#### Work with a Team of Experts

Tap into additional expertise for marketing strategy, implementation and design. An experienced outsource team integrates seamlessly into your infrastructure to infuse your company with new ideas and energies. As a result, you'll introduce fresh and innovative marketing and sales approaches to your business partners and customers.

#### Tap into a Wealth of Experience

The right outsource team will have had experience with a variety of marketing and communication strategies, techniques and tools. In other words they know what works and doesn't work. You can rely on their life lessons to find the correct solution for you.

#### Look at Your Business through "New" Eyes

Even though you know your business inside and out because you live it and breathe it everyday, your perspective is most likely one-sided. Sometimes you don't see your materials, programs and strategies from your audience's perspective because you're too close to your business. To market successfully to your current and future audience you must step out of your shoes and into theirs and *become* your customer. Partnering with an outsource marketing firm provides that perspective.

#### Manage Marketing Costs Better

Hiring full time staff can be very expensive when you add up all the costs: training, wages, benefits, office equipment, supplies, etc. Outsourcing your marketing needs allows you the flexibility to bring on talented, knowledgeable experts exactly when and where you need them. And the beauty is that you don't have to manage them!

#### Focus on Growing Your Business

Outsource marketing allows you—the company leadership—to focus on your core competencies as specialists deliver more for less and free up internal resources that are too often spread thin in small businesses. You are no longer responsible for managing the production and delivery of marketing and communications, so you are free to concentrate on more strategic endeavors.

#### Consider Outsource Marketing for Your Company

Today's business environment is constantly changing and companies must do everything in their power to stay one step ahead of the competition. Marketing is an amalgamation of every one of your company's best attributes into one cohesive message. It's everything you need to answer your most pressing question: How do we grow and how are we going to get there?