



# OFFSHORING DIGITAL MARKETING IS EASY IN 5 STEPS



#PERCEPTION2PREFORMANCE





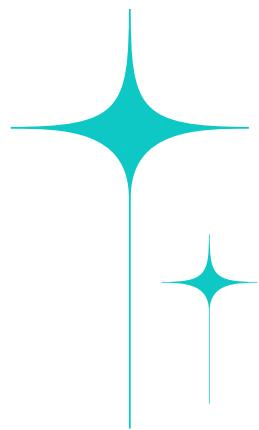
1

**ASSESS. TEST THE  
WATERS AND  
EXPLORE OPTIONS.**

**INDIA** remains the **leading**  
**outsourcing preference.**

**Source: Tholons Top 50 Digital Nations  
and A.T. Kearney Global Services Location  
Index (2019)**

#PERCEPTION2PREFORMANCE



2

## PREPARE CAREFULLY.

**Offshoring for digital marketing is process centric and location agnostic.**

Spending on outsourced services in the global market has almost doubled over the last two decades, from **\$45.6 billion** in **2000** to the US **\$86.6 billion** in **2018**.

**Source: Deloitte's Global  
Outsourcing Survey**

#PERCEPTION2PREFORMANCE



## EVALUATE

Audit the vendor on parameters such as.

- Working standards
- Specialisations
- Previous Track Record
- Compensation
- Adherence to local laws.

#PERCEPTION2PREFORMANCE



## 4 COMMIT & TRANSITION

To make informed decision, it is advised:

- Clients set up a **Program Management Office** with representation from both parties.
- **Outline requirements** to be fulfilled and **address potential risks** and issues.
- Put up effective **reporting mechanisms**.

#PERCEPTION2PREFORMANCE



## OPTIMISE

This can be achieved by:

Conducting **post transition review** to assess digital objectives achieved.

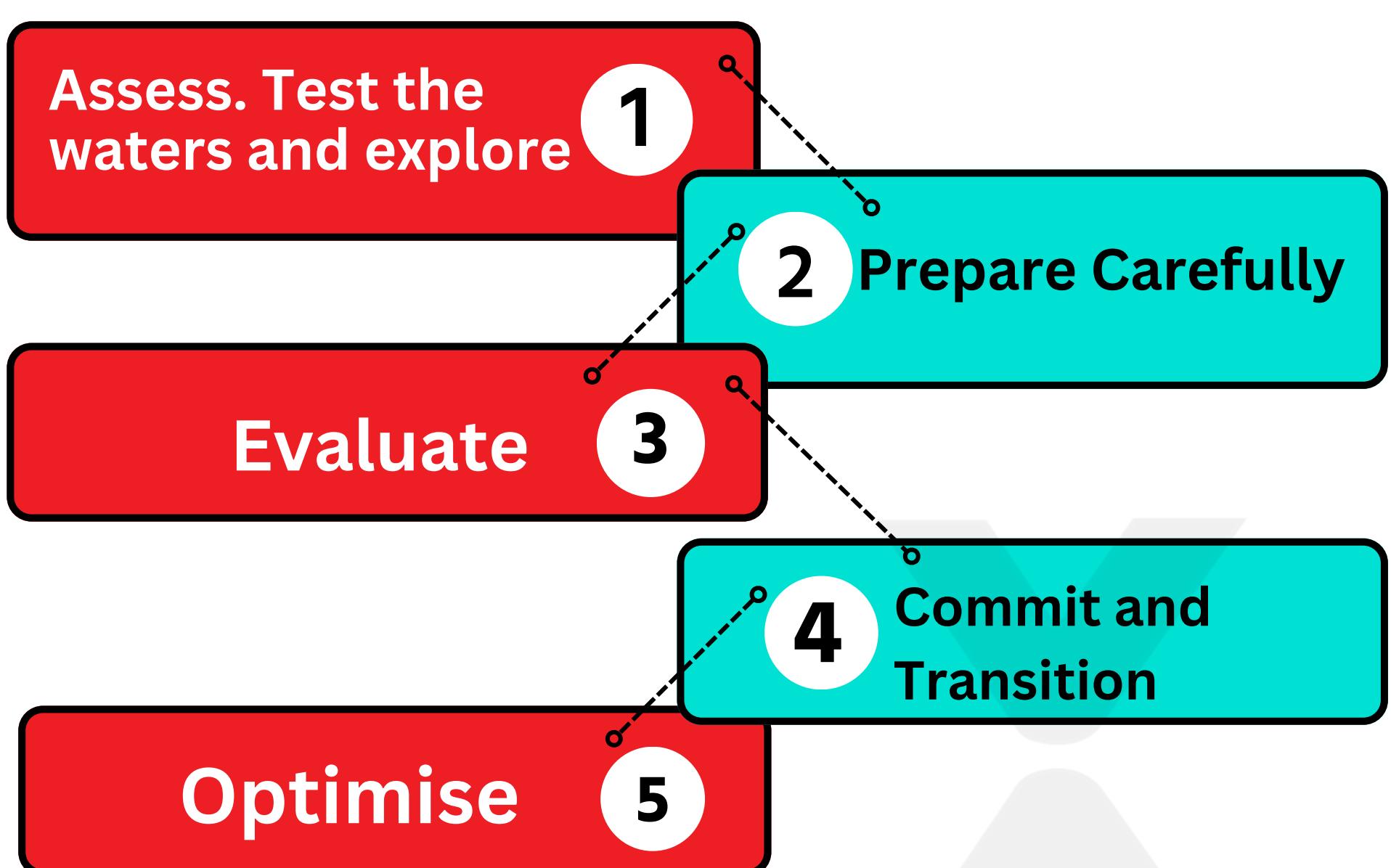
Ongoing **programme management of supplier transformation activities.**

Managing post contract transition to new pricing models or **Service Level Agreements (SLA's)**

#PERCEPTION2PREFORMANCE



## OFFSHORING DIGITAL MARKETING IS EASY IN 5 STEPS



#SaveForLaterWithDN