

OFFSHORING DIGITAL MARKETING IS EASY IN 5 STEPS



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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)

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2 **PREPARE CAREFULLY.**

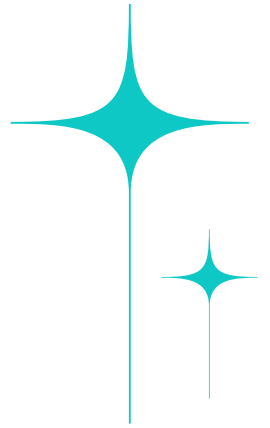
**Offshoring for digital marketing is
process centric and location agnostic.**

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**

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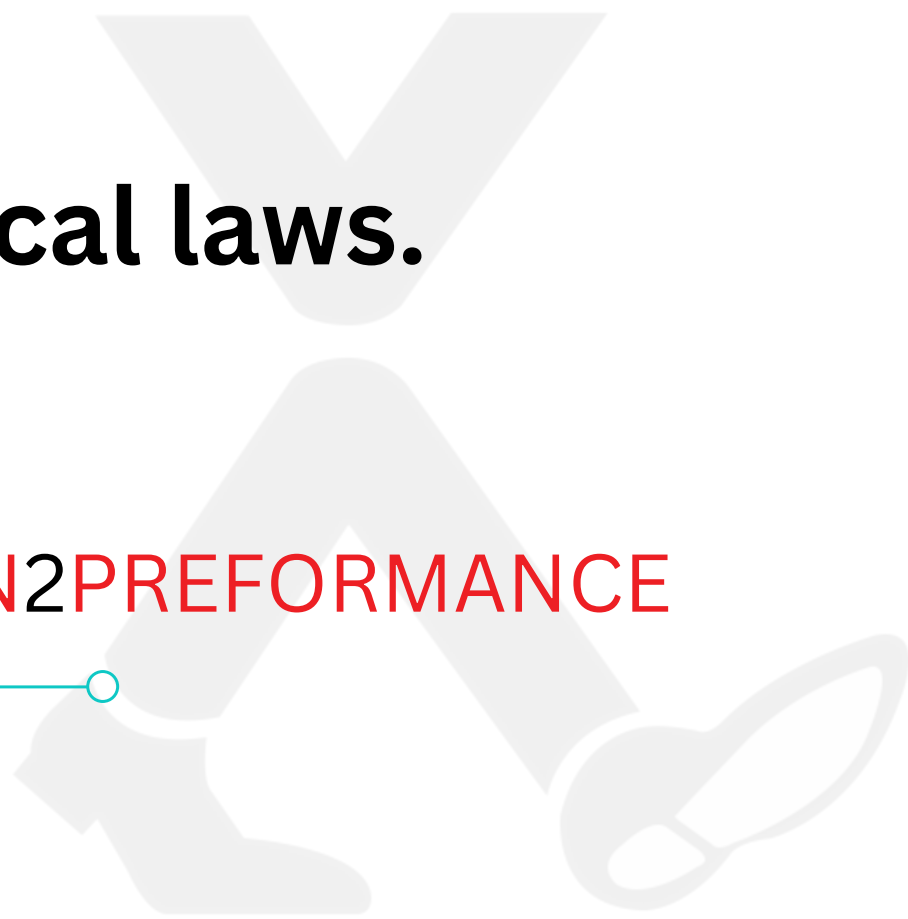


EVALUATE

Audit the vendor on parameters such as.

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

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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.**

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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)**

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OFFSHORING DIGITAL MARKETING IS EASY IN 5 STEPS

Assess. Test the
waters and explore

1

2

Prepare Carefully

Evaluate

3

4

Commit and
Transition

Optimise

5

#SaveForLaterWithDN