



## Marketing ROI

Outsourced Marketing - Part I  
Is It For You?

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In today's dynamic business environment, many business leaders are facing difficult decisions regarding cash flow and staffing. Marketing is one area that business leaders tend to cut back on when times are tough or hold back on as business gets started. Refraining from advertising, promotions and building a marketing staff has a direct impact on overhead costs—in keeping them low, however does so at the expense of poor visibility in the market place. In ideal circumstances, 80% of business comes from existing clients and 20% from new clients. As the economy slows, this ratio is affected. Competition stiffens and profits wane. Backlogs fade and many business principals are forced to dedicate greater amounts of their time to marketing and winning new clients versus servicing existing clients.

Let's face it, not everyone is cut out for marketing. Even great business managers struggle with the abstract factors that are tied into marketing. Personal preferences, personality, communication protocols, aesthetics, bureaucratic nature of the procurement process, fear, comfort, and trust are just some of the issues aside from dollars that drive the ability to earn profitable business. Marketing requires a distinct set of skills in order to yield results, but more importantly marketing requires a solid understanding and appreciation of the critical role of timing. Results seldom happen overnight.

Firms that wage continuous marketing efforts tend to fair through rough patches stronger than firms that adopt a reactive marketing effort to business cycle downturns. The question becomes "How can a firm put its best foot forward in these circumstances? The answer: Outsourcing.

The key to success frequently occurs when manpower is allocated to a firm's best advantage. Turning to an outside firm (or consultant) to handle marketing tasks allows principals and managers to focus on their core competencies which directly enhance client service and/or



operational efficiencies. An outlay of cash is required to engage marketing professionals to spearhead tasks, efforts and initiatives that support business goals, however this investment typically is lower than maintaining the overhead burden of housing an internal staff/department. Advantages of outsourced marketing include:

- Better quality end-products
- More effective tracking tools
- Valuable insights and market expertise
- New perspective and fresh ideas
- Stronger accountability

Liberty Waves Marketing is one source of many to turn to for outsourcing marketing tasks.

Tune in for Part II - Seven Must Do's and Never Do's When Outsourcing Marketing Tasks

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