

# 5 REASONS WHY OUTSOURCED MARKETING IS THE NEW MARKETING STRATEGY



# TODAY'S AGENDA

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- When to consider outsourcing marketing
- 5 reasons why outsourcing marketing works
- Tools for assessing the need to outsource
- Tools to managing vendors
- Summarize

Before we begin. . .

# IN THE NEWS

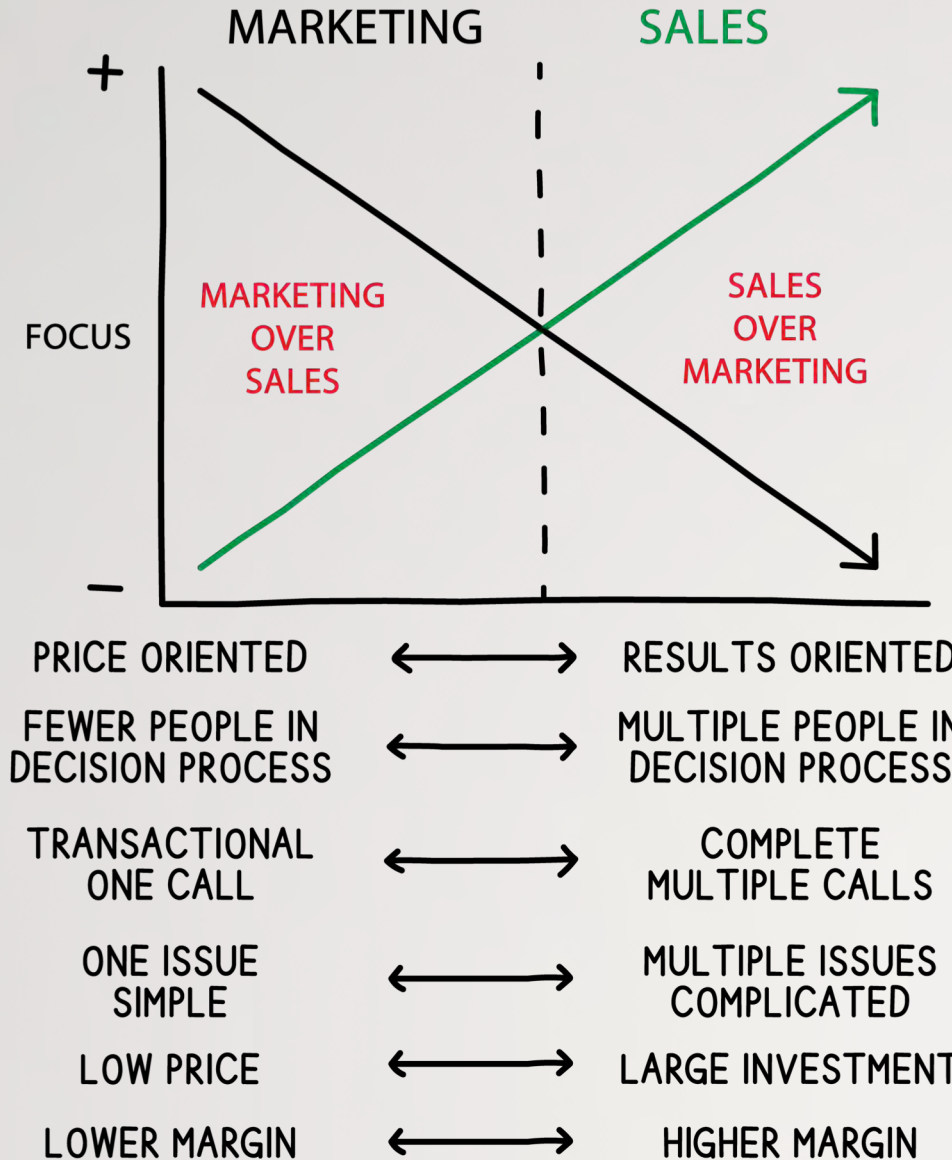


“Some of their friends, who are also furloughed, are filling in the income gap by doing food delivery for UberEats.”



# MARKETING OR SALES FOCUS?

Who is this for?



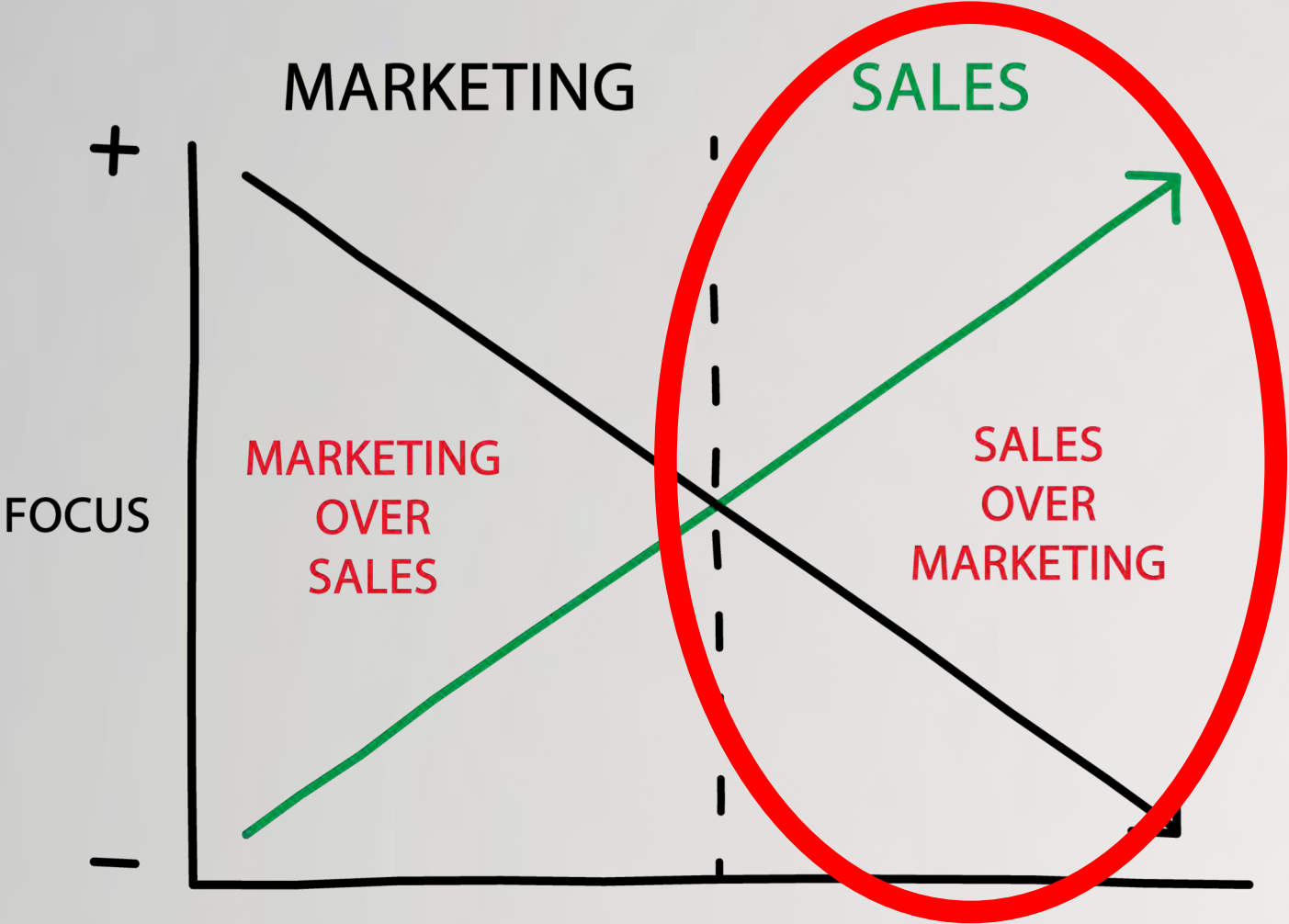
## 5 REASONS

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# 5 REASONS WHY Outsourced Marketing is THE NEW MARKETING STRATEGY

Don't have, don't need  
Have parts, not whole  
You're people are busy  
Someone in choking distance  
Transparency

# DON'T HAVE, DON'T NEED



- No marketing staff
- Referral driven
- Prof. Svcs
- Mfr/Whol

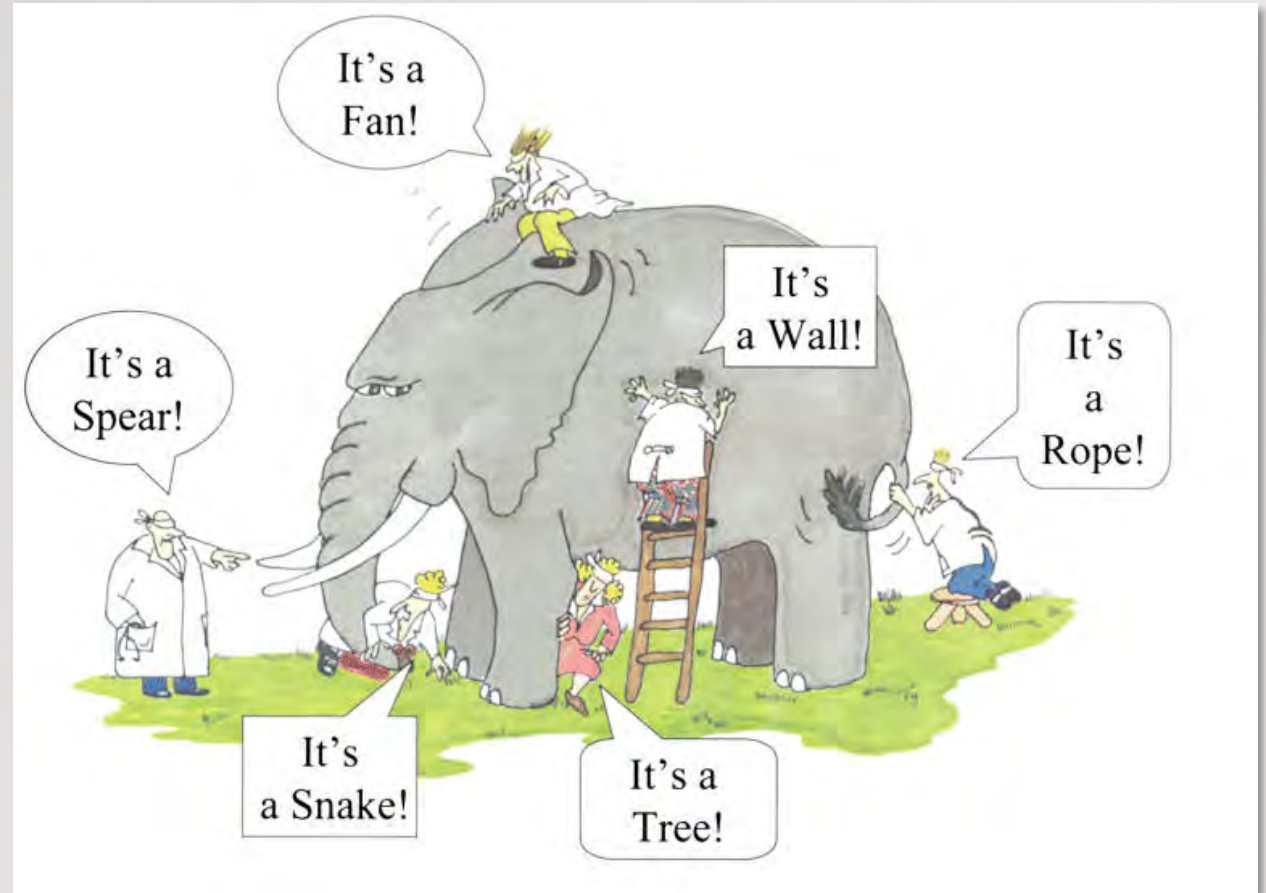
- No addl headcount
- Build pipeline
- Upgrade client base
- Power in distance

# HAVE PARTS, NOT THE WHOLE

Focus on strengths

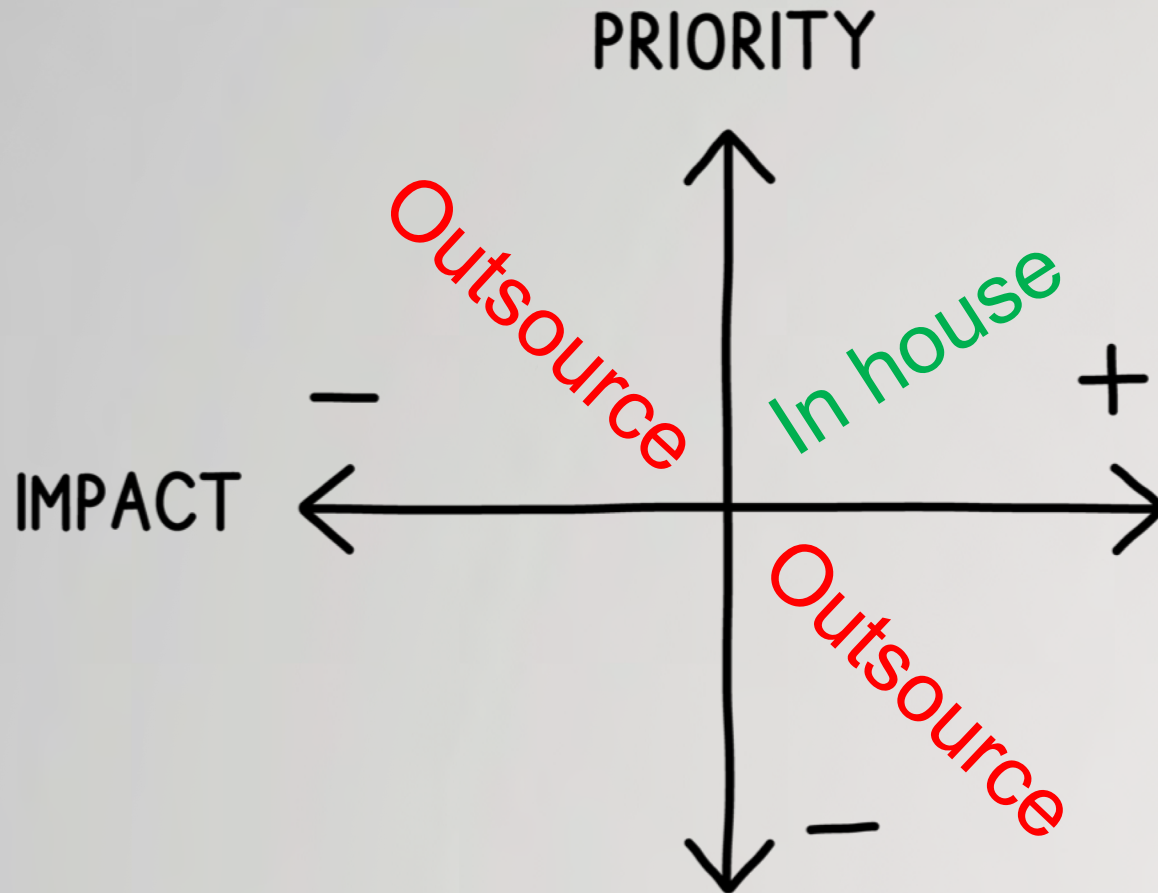
- Branding?
- Messaging?
- Analytics?
- SEO/SEM?
- Graphic design?
- UX Design?

Fill in the blanks



# YOUR PEOPLE ARE BUSY

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Your people are skilled  
Your people are busy

Your people prioritize



# SOMEONE IN CHOKING DISTANCE

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Offices can be like families  
Outsourcing removes pressure

A chance to put pressure on the  
“other”



# TRANSPARENCY

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The last thing needed is another industry POV

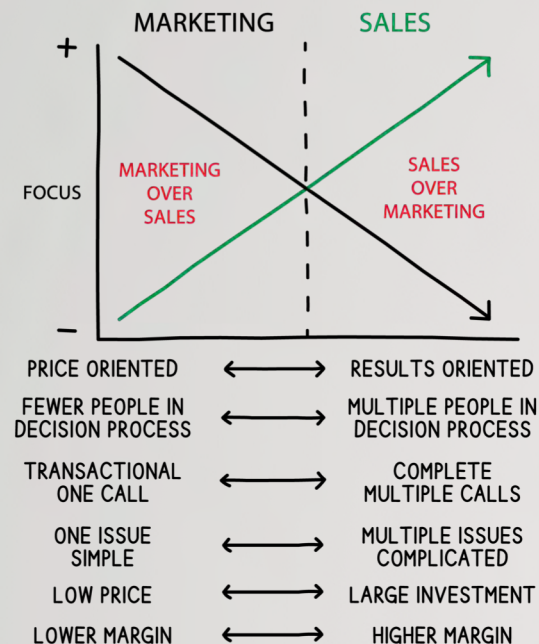
You will always be the content expert, outsource processes

As our bubbles get tightened by technology, the future requires 3<sup>rd</sup> party views

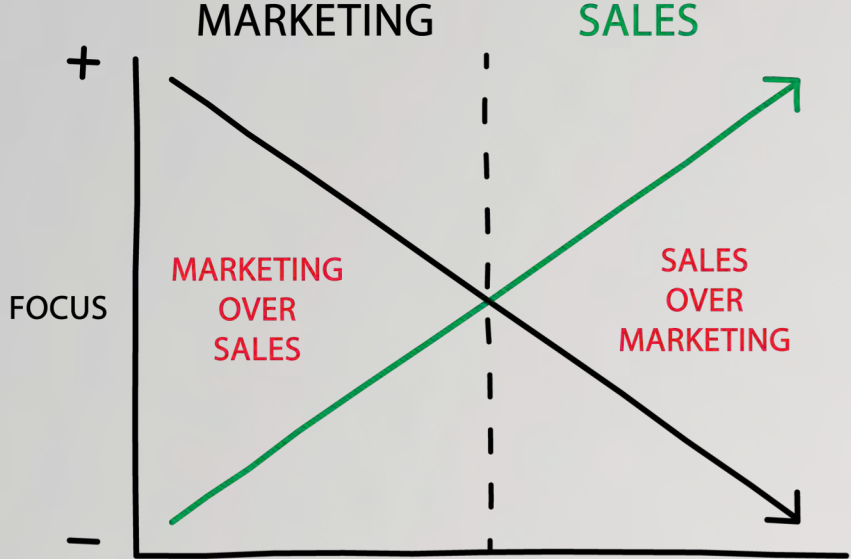
# TOOLS YOU CAN USE TODAY

How do we get the most from outsourcing?

First, let's assess how hard it will be to make it work.  
Second, a process we use.



# MARKETING OR SALES? ASSESSMENT



PRICE ORIENTED	↔	RESULTS ORIENTED
FEWER PEOPLE IN DECISION PROCESS	↔	MULTIPLE PEOPLE IN DECISION PROCESS
TRANSACTIONAL ONE CALL	↔	COMPLETE MULTIPLE CALLS
ONE ISSUE SIMPLE	↔	MULTIPLE ISSUES COMPLICATED
LOW PRICE	↔	LARGE INVESTMENT
LOWER MARGIN	↔	HIGHER MARGIN

Quick assessment

Score each line 1-10  
 Max score 60, low 6

40-60 – outsource  
 Under 20 – in house  
 21-39 – nuanced. . .

# MANAGING VENDORS

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Clear outcomes at start

- a) Best possible outcome
- b) Workable outcome
- c) Minimum acceptable

Describe “leading indicators”

Separate Needs from Wants

Manage risk with budget

Be patient



# SUMMARY

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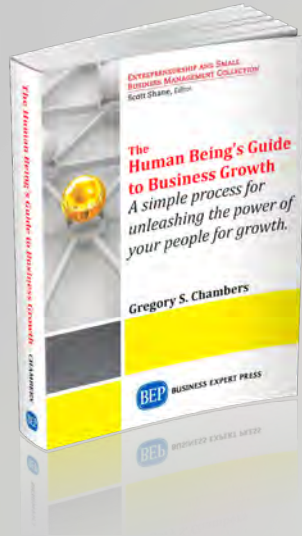
The 5 reasons why outsourced marketing is the new marketing strategy:

1. You don't need a full time marketer on staff
2. Your marketers need to fill in some gaps
3. Your people have all the skills and they're busy
4. Your office needs someone else to take the risk
5. You'll benefit from ideas outside your bubble

Assess and manage

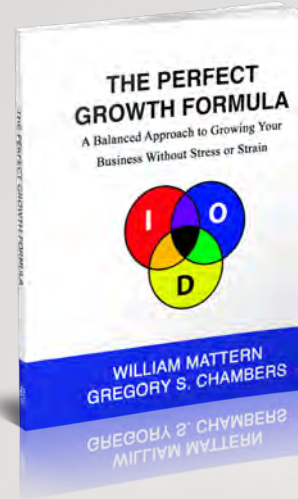
# TAKEAWAYS

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A simple process for unleashing the power of your people for growth



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A Balanced Approach to Growing Your Business Without Stress or Strain



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# CONTACT US

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- [USFarmData.com](https://USFarmData.com)
- [LeadGenCompass.com](https://LeadGenCompass.com)
- Tel: 800-960-6267
- [Info@usfarmdata.com](mailto:Info@usfarmdata.com)