



OUT-SOURCING YOUR MARKETING. IS IT RIGHT FOR YOU?

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Will an additional staff person really contribute to your bottom line or will he/she function as an expensive liaison between management and other outside sources?

In this day of budget-cutting and business consolidation strategies, leaner staffs are becoming the norm. The corporate ladder-climbing theory of building a large staff in order to increase your importance (i.e. empire building) is giving way to productivity and cost justification.

No one is suggesting that the entire marketing function within an organization be out-sourced. However, it may be prudent to review the amount of marketing talent that a company should support, when investing in alternate sources may be faster, more creative, more aggressive and easier on company cash flow.

If you asked me why investing in KNORR MARKETING'S services would be better than increasing your own marketing staff, here's what I would suggest:

1. With KNORR MARKETING, *you pay for us only when you need us.* You don't need to furnish office space, vacation days, sick days or other fringe benefits. You don't even need to provide any special office equipment.
2. *You don't have to worry that a competitor will lure us away* (or be moved by a spouse's relocation) after you have invested months of your time. Our loyalty is to you and your business – it cannot be bought by a single salary increase.
3. One call to KNORR MARKETING puts you in touch with a *variety of talent, know-how and production equipment* that no one person can bring to you. Here, you can call on experienced, senior professionals that are familiar with virtually every aspect of marketing...from research, planning and sales promotions to direct mail, the Internet or TV creative.
4. *You won't sweat the details.* Because we put together direct mailers, catalogs, sales promotions, Web sites, advertising campaigns, trade show graphics, training programs and press releases every day, we are fast, efficient and experienced at what we do.

5. As your agent, *we can aggressively represent you with other vendors* (printers, trade show representatives, etc.) *and the trade press*. We can say things about you that could be considered too self-serving or awkward if said by one of your direct employees.
6. We can *demand performance on your behalf* without losing credibility. After all, opera divas as well as football players and major CEO's rely on agents to negotiate the best deals.
7. In addition, *we bring an outsider's fresh perspective* to your business – no political infighting, no personal agendas, nothing to gain unless we help your business grow.

Each day, you undoubtedly face a major dilemma: how much of your time should be spent planning marketing strategies, how much time should be spent developing sales literature, ads or mailers... and how much time should be devoted to assisting your field people, distributors, dealers and customers?

You may discover that spending some time with an agency is the best “staff” person you could bring aboard.

At KNORR MARKETING, becoming a business partner with our clients has helped our agency grow. We contribute ideas and direction to our clients as well as act on their instructions.

Let us free you to concentrate on what you do best, knowing that you have an entire “staff” on the outside to support you throughout all your marketing activities – both online and offline.

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