



How Outsourced Marketing  
Can Help Small Business Succeed

# Introduction



Business, as we once knew it, took place on Main Street. It was conducted at a walking pace, and companies worked to build trust over time.

In today's ever connected and technology driven marketplace small business finds it hard to compete with larger organizations that are skilled in marketing.

An outsourced marketing program built for today's ever-changing marketplace may be your best solution.

In this ebook, you'll learn how outsourced marketing coupled with marketing automation can empower a small business sales force to function at their optimum level, including:

- The challenges and advantages of a small business sales force
- 5 ways that an outsourced marketing solution can help your small business succeed

# Small Business Challenges

Small Business sales forces come in many forms, from owners performing sales to a structured sales force with managers and sales reps.

Regardless of your make-up, your marketing and sales teams probably face challenges that are not necessarily felt by your larger counterparts These challenges include:

## **SMALLER BUDGETS**

According to Forrester, larger companies on an average allocate 9-12% of their total annual budget to marketing with smaller company marketing budgets being as low as 2% with an average of 4-7%.

## **PRIORITIZATION**

In our digital age of the internet, mobile, and social media, there are more channels than ever that need to be considered. Where marketing spends it's time and budget is becoming increasingly more difficult.

## **MARKETING EXPERTISE**

Digital Marketing, SEO, Content Marketing, Lead Generation, Lead Scoring, Lead Nurturing, and not to mention Social Media are all just a few of areas of expertise you need to compete. It is difficult for small businesses to manage all these areas in-house.

## **SALES FOCUS**

With smaller teams and budgets small business's tend to focus on sales that will close in the next sales period allowing relationships that may lead to sales in the future to go untouched and nurtured.

## **TECHNOLOGY OVERLOAD**

The growth of marketing technology has exploded in the past few years. Many small businesses have tried to implement marketing technology within their organization and have failed for one reason or another.

## **TIME**

Last but not least, a lack of time is one of the biggest challenges for small businesses today. An effective execution of a marketing strategy for today's marketplace can be at odds with the amount of time it takes to just keep a small business running.



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# Small Business Advantages

Small Business sales forces may not have it easy, but that doesn't mean they can't take what they *do* have and run with it.

And there are a lot of advantages to being on a small team!

## **AGILITY**

A typical facet of smaller sales forces and departments is fewer approval processes to trek through. This enables small business to plan, execute, and adapt to change faster and respond to quicker to their audiences.

## **LOCAL**

Local small businesses often garner support from their communities and can become very involved in community events and life. They can have more personal relationship with prospects and customers and can share common localized experiences and events.

## **INOVATION**

With smaller budgets, small businesses can't do everything under the sun. Resources are sometimes limited so they have to get creative and think outside the box. This becomes the natural mindset and can permeate to how they service their customers.

## **PERSONALIZED**

One of the great pleasures of doing business with a small business is that there is often a personal touch. When you call you get a person on the line that you know and more importantly they know you. This level of personalization is definitely an competitive advantage.

## **FLEXIBILITY**

By necessity, small business tend to employ versatile people who are accustomed to rapid change and have the ability to acquire new skills on the fly. Therefore, the team can wear multiple hats, as it lives and breathes flexibility.

# 5 Ways an Outsourced Marketing Solution Can Help Small Business Succeed

Businesses today must keep up in an ever-connected world. Consumers receive information from more channels every day, making it crucial to attract target markets early to stay ahead of competitors.

This makes marketing one of the keys for your business' success. Here are 5 reasons why outsourcing your marketing may be your best solution:

## 1. Expertise

Effective marketing requires a wide range of expertise. The ideal marketing team includes; strategists, analysts, product specialists, brand managers, communications professionals, event organizers, SEO specialists, search specialists, marketing automation specialists, copywriters, creatives – the list goes on and on. Hiring a large enough staff to cover all bases isn't often feasible, and it's expensive even when it is. Given the rapid technology changes of our era, even the best in-house team can fall behind as new areas of expertise become necessary. Finding and maintaining a marketing staff with the right expertise at the right cost point is very difficult.

That's where an outsourced marketing firm can step in. Suddenly you have marketing experts with specialized skills that you can assemble into a team that is specific to your immediate needs. This team can then be retained for follow-up efforts, adjusted to meet changing needs, or totally revamped if the next assignment requires a markedly different combination of expertise and skill sets. Marketing firms are also often already familiar with your target market from other projects, as well as more aware of the many marketing channels and opportunities available. Your business benefits from the combined experience brought by the marketing team while avoiding the stress and costs of training and retraining a less broadly specialized in-house team.



For most small to midsize companies today, an annual investment of well into six figures for in-house marketing staff just doesn't compute.

## 2. Savings

By enlisting an outsourced marketing partner, a business can create a lean and focused marketing-team model for about the cost of hiring one mid-level marketing manager. Because you only pay for services used, for the length of time needed, this model can also be adjusted throughout the year in response to changing parameters of seasonal activity, fluctuating cash flow, changing markets, and any other external considerations. Outsourced marketing firms also can often use their expertise to cut paid media marketing costs. End result: your business saves money that can then be invested in further growth.

## 3. Objectivity

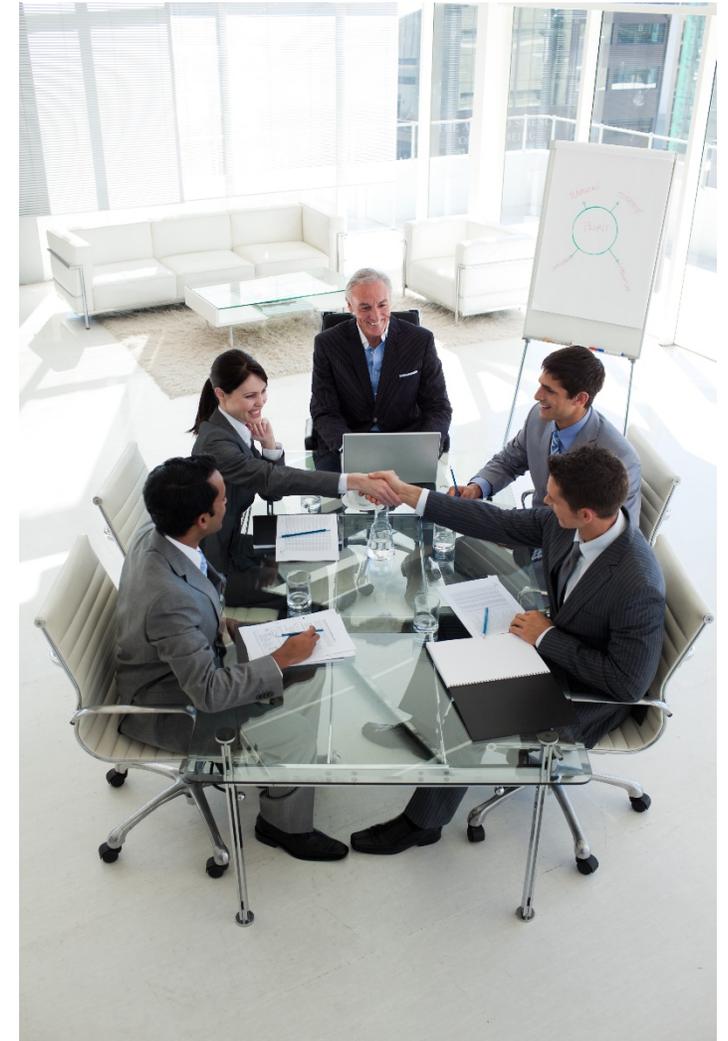
Successful marketing must shape the company's image in the eyes of consumers. While a company's conception of its brand is important, it is prospective consumers' opinions that ultimately determine the success of a business. Having a fresh perspective enables outsourced teams to see your company as prospective clients see it and engineer a strategic plan centered on the consumer. Because it is much harder for in-house employees to divorce themselves from company politics and groupthink, the objective strategic vision of outside agencies will produce results more reliably. Your outsourced team will say it like it is, and that jolt is often just what a business needs to move to the next level.

## 4. Flexibility

Markets are constantly changing in today's fast-paced world, and you don't want to be the business left behind. Companies need the strategic and organizational mobility to shift gears at a moment's notice, and outsourcing allows you to have an instantly prepared and specialized team available whenever a shift requires adapting your marketing strategy. It also enables your company to explore new approaches without a long-term commitment. This flexibility also extends to hours and staffing. With an outsourced marketing team, you only pay for the services used for the length of time needed

## 5. Industry Knowledge

Oftentimes, an outsourced marketing firm has a stake in specific market niches, which gives you an advantage. The experience gained from supporting many businesses within your industry and businesses in possible cross-industries enables marketing firms to better evaluate how to support yours. While a good in-house team will have an in-depth knowledge of your market, they will not have the breadth of knowledge from other industries and markets that an outsourced team has. This allows for a comprehensive strategy and program based on observation of a wide sample of businesses both in and out of your industry.



# Generating Business is our Top Priority

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Inline Complete Marketing is an outsourced marketing model designed for Technology Solution Providers.

Sure we can provide our services a la carte, but the time to consider outsourcing all marketing operations has arrived. For technology companies serious about expanding their business it saves money and can dramatically improve quality.

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You want things simpler and you know you need an integrated marketing strategy and solution for your business.

If this is you, let's talk.