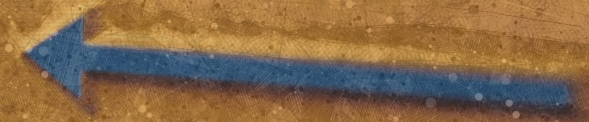




Marketing for manufacturers

Marketing Services

STRATEGY =



Outsourced Marketing

What is the service?

For some of our clients, we provide a full-service, outsourced marketing department that works as an extension of their business.

A great outsourced marketing team is an alternative to having internal marketing but offers you greater flexibility, a wider range of services from a team with a broader skillset and with the latest marketing tools and technology at their fingertips.

We offer:

- strategic marketing and branding
- digital marketing including SEO, PPC and social media
- design and creation of brochures, exhibition graphics, infographics and advertising
- media buying
- public relations
- content creation
- video production
- website design and optimisation

Why might you need to outsource your marketing?

1. Outsourcing your marketing function works particularly well for large clients who have an overseas head office with centralised marketing that, although on-brand, isn't tailoring its marketing enough to your local market.

For clients like this we offer an on the ground solution, providing new content as well as repurposing and embellishing existing content to engage with your local target audiences – whether as part of a UK only campaign or a campaign that covers other markets too.

We work with both local UK teams and overseas head offices to provide a service which works for their business, this might be through managing other agencies or working directly with your in-country teams.

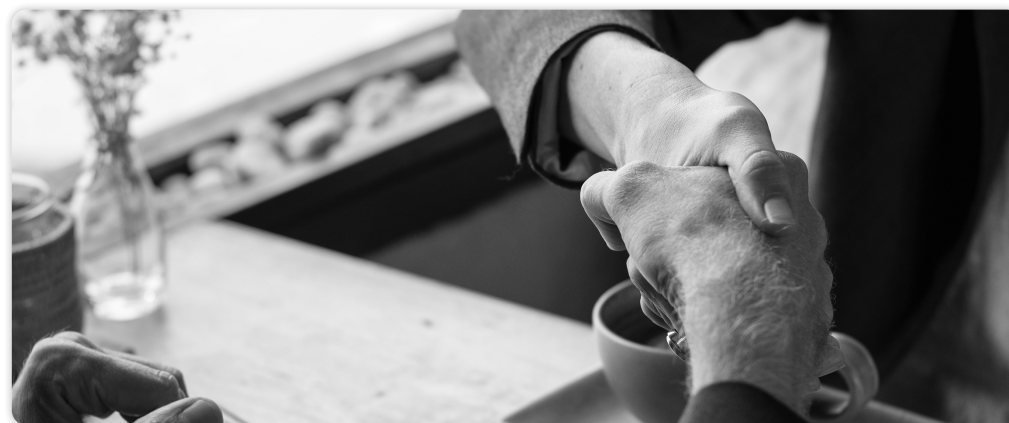
2. Outsourced marketing is also beneficial for smaller clients who don't have the manpower to run a marketing department. In these instances, we often report directly to the CEO. Alternatively, you might just have one marketing person in-house who can't possibly do everything that's required to support the sales team and help make the business a success.
3. Finally, you may not have access to the marketing tools and technologies required to run a successful marketing campaign which is why you may need to seek additional help.

What does the process involve?

A fully outsourced marketing department involves an initial deep dive into your business so that our team can understand your business objectives and develop the ideal marketing plan for you. This would be in the form of a workshop at your site and involve people from different areas of your business in order for us to understand the opportunities and challenges you're facing.

Once the programme has started, we will have monthly marketing meetings in order to review activity and plan ahead. In between times, you will receive a monthly report highlighting progress and results.

Every third meeting, we conduct a quarterly review to set progress against objectives and discuss whether changes to the plan are needed, accounting for new initiatives, opportunities or changes in direction you may need to brief our team on.



Where do you get involved?

Initially, we will need a clear diary date for the workshop with as many key contacts as possible from your business available to get involved.

On an ongoing basis, you will need to keep your 4CM team up to date on business news, market issues and opportunities and provide access to key people in the business in order to get further information – much of this will be conducted over the phone. Regular monthly planning and review meetings will take place with open and frank discussion so that we can understand the needs of your team and the business.

What's the expected lead-time from start to finish?

Outsourcing your marketing is a rolling annual commitment for the period of time you require support in achieving your objectives.

We will present the initial plan back to you within two weeks of the deep dive workshop and then, at the end of each year, we take a brief to focus on what is needed to satisfy your business objectives for the next year – much as you would do with an internal marketing team.

Many of our clients, who initially planned on working with us for a short period, have been with us for over eight years because they value our support and enjoy working with us. We completely understand, however, if you have a specific need for marketing for a shorter period particularly if you haven't outsourced your marketing function before.

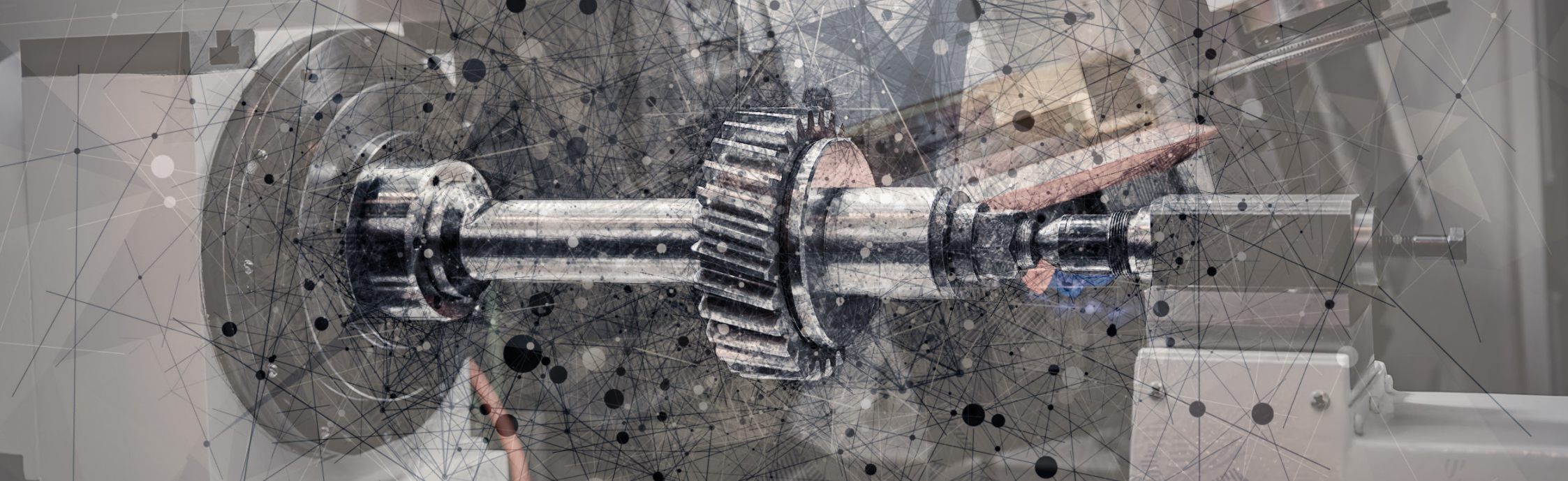
How much does it cost?

The cost for outsourcing your marketing varies from business to business depending on:

- the size and complexity of your organisation
- the programme of activity and how much support is required
- your audiences, sectors, markets and channels for reaching them.

An outline indication of cost for an annual programme is typically £50,000+ p/a.





Marketing for manufacturers

For advice, insight and a results driven approach to your outsourced marketing please get in touch.

Milton Keynes Challenge House Sherwood Drive Bletchley Milton Keynes MK3 6DP
T +44 (0)1908 533253

Manchester Emerson Business Centre Regent House Heaton Lane Stockport Cheshire SK4 1BS
T +44 (0)161 4011880

E info@4cm.co.uk | W 4cm.co.uk