



# Outsourced Marketing

Outsourcing the marketing function

# Outsourced Marketing

## Outsourcing the marketing function

### Outsourcing – acquiring skills when you need them

A difficult subject by virtue of implication – jobs. This is not the case, at Anderson Baillie we prefer to see outsourcing as the acquisition of skills that may not be available within your current marketing function or because you have insufficient funds or activities to employ internally on a long-term basis.

Take business start-up situations where fledgling product or service led organisations rely on their stealth to quickly gain ground in their respective markets. Professional marketing is a costly resource to procure internally at such an early stage of a company's development and is often dismissed immediately from the business plan.

It is just such a circumstance where an external outsourced option becomes a commercial and strategic alternative. Professional marketing services can be quickly and flexibly deployed to build strategy and align sales and marketing programmes, be they brand or demand generation orientated.

The benefits of outsourcing should not be confined to new businesses. It has real benefits for well established companies who have staffing restrictions or those that require specialist skills for support.

### Anderson Baillie Service Providers

An expert when you need one, for as long as you need one. Many companies may wish to bolster their internal marketing resource which is lacking due to market downsizing pressures or simply to fill temporary leave situations. In these cases an Anderson Baillie Service Provider can be recruited for an agreed duration to deliver either strategic and planning assignments or to assist with more tactical delivery projects (visit [www.toughtimes.co.uk](http://www.toughtimes.co.uk)).

### Consultants Warehouse – specific skills highly specialised

As an extension of our Service Provider programme, Anderson Baillie, through its Consultant Warehouse initiative, has access to a variety of marketing and sales skills with very specific experience. This is particularly useful for companies launching in new international or highly technical markets, where specialised knowledge is required. This enables Anderson Baillie to offer our New Market, Fast Track approach to company set-up.

### Managing the Channel – you manage the relationship not the administrator

Making the channel work is a difficult task, it requires specialist skills. Above and beyond traditional marketing and is perfect for outsourcing via an Anderson Baillie Channel Management programme. Whether the goal is product and service awareness or revenue generation, Anderson Baillie will help develop the channel strategy, apply business plans in alignment with channel teams and then manage, deliver and co-ordinate the communications through to their entirety. This includes management of any co-operative funding that will be matched to corporate targets and leaves you to manage the relationships and not the administration.

### Energising International Start-up

When you start up in a new country or region such as the UK or Europe, it is often the sales teams that hit the ground first, generating the revenue, which then supports growth in pre and post sales support. Marketing often comes some way down the line, yet it is sales leads and awareness which support quicker and more sustained growth – catch 22. That's when outsourcing via an International Start-up programme really works. Your marketing is brought online more quickly, with recruitment issues from the offset, however the option for introduction, once successful, is still there. This approach delivers the expertise to launch, grow and apply strategic direction for rapid growth confidently.

## Outsourcing the marketing function

For many, marketing is a core function of the business and, therefore, should remain firmly within internal boundaries. Should this always be the case? Circumstances occur when outsourcing specific requirements not only becomes an advantage, but a business imperative.

For a full overview of our Outsourced Marketing services visit:  
[www.andersonbaillie.com/outsourced](http://www.andersonbaillie.com/outsourced)



## Sales and Marketing Process Integration

Rarely do companies ever achieve the holy grail of true sales and marketing process integration, whether it be at a cultural level or systems infrastructure level. Stifled internally by other operational business pressures, progress often is limited, yet if a real and lasting solution could be found, it can provide a lifeline for the business.

So why not consider outsourcing the problem or as we prefer to see it, the opportunity. Anderson Baillie has the expertise and understanding to manage the process. It doesn't start with a system solution whatever brand of CRM or CMS it is. It starts with a change in process within the functions of Sales and Marketing itself. Often we witness good practice in sales or marketing but rarely do we witness best practice across both areas. Hence the disconnect and the need for synergy.

Anderson Baillie address both ends of the equation; by introducing a common methodology. We then consider the marketing goals for information management, lead generation and tracking, campaign planning and management.

For sales, we consider opportunity management, sales intelligence and sales forecasting. Most of all, we consider the interface between the two areas and show how targets support a positive interaction rather than one which promotes isolation.

## Options

There are many more situations where outsourcing or insourcing options become viable, as you realise that failure to excel in marketing can seriously affect the businesses ability to progress in highly competitive markets or grow new business ventures rapidly.

Anderson Baillie Managed Services offer access to multi-discipline teams of technical business-to-business marketing professionals who work with your own team accelerating marketing and sales effectiveness. Equally useful, by operating via a Managed Service approach, we provide further opportunity to streamline the supply chain of marketing communications activities that need to be deployed and reduce overall costs.

### Anderson Baillie Outsource model



## Further Reading and Information

### **Outsourced Marketing**

For more information on Anderson Baillie's Managed Services and supporting case study references visit [www.andersonbaillie.com/outsourced](http://www.andersonbaillie.com/outsourced)

### **New Market Fast Track Approach**

Rapid deployment of lead generative programmes to support new market sales revenue generalisation via intelligent lead campaigns.

[www.andersonbaillie.com/ild](http://www.andersonbaillie.com/ild)

### **International Start-up Programme**

A calculated and rapid deployment approach to entering new markets with research support and Channel/direct marketing programmes designed to launch a product/service or business to healthy revenue returns quickly.

[www.andersonbaillie-businessgrowth.com](http://www.andersonbaillie-businessgrowth.com)

## About Anderson Baillie

Anderson Baillie is one of the UK's foremost authorities in the delivery of technical business to business and business to consumer marketing working in IT and other complex product markets. Managing all marketing disciplines and communication programmes, Anderson Baillie is responsible for the creation of Anderson Baillie Managed Services, providing a strategic vision through to implementation and planning for accelerated revenue generation.

### **Anderson Baillie**

Walton Lodge, Hill Cliffe Road, Walton, Warrington, Cheshire WA4 6NU.  
Tel: +44 (0)845 680 6053 Fax: +44 (0) 01925 266 234



Member of the Association  
of B2B Agencies