



HubSpot

SOLUTIONS PARTNER PROGRAM



MAVEN TM

BRIDGE THE GAP WITH OUTSOURCING

+353 (0) 59 9101500
SALES@MAVENTM.COM

UNIT 21,
ENTERPRISE HOUSE,
O'BRIEN ROAD,
CARLOW,
REPUBLIC OF IRELAND

CONTENTS

Introduction	01
Outsourced Marketing Defined	02
Why Should an Organisation Consider Outsourcing their Marketing Efforts?	03
The Benefits of Outsourcing Marketing	05-08
It's Vital to Choose a Marketing Agency with Care	09
Conclusion	11



INTRODUCTION



The question of whether to outsource digital marketing efforts is a frequent topic of discussion among management, especially as the need to meet evolving customers increases.

In the past, sales and marketing teams have relied on personal relationships, referrals, and in-person networking events for marketing. However, the rise of a new generation of digital-native buyers who have grown with access to the internet, now expect to self-educate, and a provider that meets their specific needs regardless of location.

It is not only personal connections that win business but also the knowledge and ability to effectively communicate and promote offerings online.



OUTSOURCED MARKETING DEFINED

Outsourced marketing refers to the practice of hiring an [external company](#) to handle an organisation's marketing tasks. These tasks are unlimited but can include a variety of marketing services designed and implemented around the organisation's needs.

The outsourced company typically has specialised expertise, resources, and staff to provide comprehensive marketing support, advice and guidance.

SOME BUSINESSES OPT TO FULLY OUTSOURCE TO ALLOW THEIR INTERNAL TEAM TO FOCUS ON THEIR CORE BUSINESS WHILE RELYING ON THE EXTERNAL MARKETING PARTNER FOR STRATEGY DEVELOPMENT, IMPLEMENTATION, AND PROGRESS TRACKING.

WHY SHOULD AN ORGANISATION CONSIDER OUTSOURCING THEIR MARKETING EFFORTS ?



There are numerous reasons to outsource marketing, but for most organisations, it comes down to **saving costs** while delivering **personalised** effective content to the customer. Especially if the organisation's current marketing efforts are seeing no results. It can be challenging to increase demand in **complex** and **ever-changing markets**. Hiring a skilled in-house worker can be costly, and a long-term commitment. In cases where a business needs specific skills for a one-time project, it may not be cost-effective to invest in recruitment and training.

Instead, the organisation could consider partnering with an agency that can provide the necessary skills on a temporary or (if needed) long-term basis. Especially if the outsourced agency specialises in the industry that such organisations compete in. To maintain steady growth and productivity, the **perfect balance of in-house** and **outsourced resources** can benefit the organisation as it progresses through its various growth stages.

Marketing is **fast-paced**. Effective content marketing requires a growing, diverse skill set. The modern marketing process requires **developed technical expertise** in search engine optimisation, landing page design, offer development, website analytics, persuasive writing and marketing automation — to name just a few. An organisation that may not have a designated marketing team may be unfamiliar with these processes, so risk not aligning with the **needs** of their current and potential customers.

The changing B2B customer is another factor contributing to the need to get a marketing agency involved. The B2B customer is becoming more accustomed to the ease and **personalisation** of the B2C experience. This new generation of B2B customers are digital natives and prefer **relevant content** online and with fewer sales involvement.

“ **B2B buyers also aren't as concerned about loyalty: 90% of B2B buyers would turn to a competitor if a supplier's digital channel couldn't keep up with their needs.** ”

Pivotal Trends and Predictions in B2B Digital Commerce in 2023 Whitepaper

83% of B2B buyers prefer ordering or paying through **digital commerce**¹

86% of B2B decision-makers prefer using self-service tools for reordering rather than talking to a sales representative²

74% of millennial B2B buyers switched vendors for improved **consumer-like experience**³

67% of the B2B buyer journey takes place in digital channels⁴

90% of B2B buyers would turn to a competitor if a supplier's digital channel couldn't keep up with their needs⁵

73% of B2B buyers want a **personalised B2C-like experience**⁶

¹ [Gartner Sales Survey](#), ² [McKinsey](#), ³ [PYMNTS](#), ⁴ [Deloitte Article](#), ⁵ [Wunderman Thompson](#), ⁶ [Accenture Blog](#)

These statistics above show just how rapidly buyer behaviour is changing, and an organisation wishing to remain competitive needs to remain aligned with what the buyer wants.

THE BENEFITS OF OUTSOURCING MARKETING



Why is outsourced marketing becoming more popular with modern organisations? Amongst others, the primary reasons are rooted in the changing nature of the customer and the changing environment.

Here are six reasons that organisations should invest in outsourced marketing:

REAP THE BENEFITS OF GOOD MARKETING

A marketing agency can help an organisation create a stronger brand and **generate demand**. Outsourcing marketing activities to a specialist agency can help refocus the brand and messaging with an experienced, unbiased third party.

The agency will conduct a brand audit and review to identify areas of improvement. Additionally, a marketing agency can reach a wider audience and use **various tools and strategies** to engage with potential customers. Utilising CRM management and implementation, personalised content marketing delivered at the right stage, paid advertising, and email marketing.

Moreover, an agency can build marketing strategies that are focused on increasing leads, drawing from their experience in demand generation, marketing automation and content creation.



THE BENEFITS OF OUTSOURCING MARKETING

TRACKING OF MARKETING INSIGHTS

Marketing provides a single source of **rich facts**. With the growth of content marketing, comes the growth of trackable insights and valuable data. Modern analytics and marketing automation tools report and track results accurately. Customer analytics unlock data on buyers' behaviours. In collaboration with the agency, strategic marketing decisions can be made throughout the campaigns. Moreover, the most effective outsourcing solutions will adopt a proactive mindset to guarantee the campaign's prosperity. They will continuously improve program-related activities to increase revenue. With ongoing **data analysis** of campaigns, your team will be equipped with information to make informed decisions and adjust to market changes, therefore enhancing performance

These **insights give decision-makers** of the organisation **guidance** to make **course-correcting** decisions based on facts, not on assumptions. The utilisation of data to drive growth has already demonstrated positive outcomes. B2B companies that make **extensive use of analytics** tend to **outperform their competitors**, ([Future of B2B sales: The big reframe by Mckinsey, 2022](#)).

Accurate monitoring also allows for clear accountability. Meaning the outsourced marketing partner is accountable for results.



THE BENEFITS OF OUTSOURCING MARKETING

CUT COSTS

Higher inflation is eroding the finances of many companies. Organisations are struggling with high costs for raw materials, labour, energy, and other inputs.

Outsourced marketing is one of the best ways to manage costs. An organisation gets access to a very **diverse, high-quality set of skills** without having to hire, train and supervise a team of in-house specialists. An organisation pays for what is needed, and only when it is needed. And since an agency is made up of **talented, experienced experts**, they are also likely to produce better outcomes and deliver **quality content**.

By selecting the right marketing agency to partner with, an organisation can utilise the best resources, skilled employees and the latest technology, at a competitive price than if the organisation hired in-house employees.

MEASURABLE ROI FROM THE OUTSOURCED MARKETING INVESTMENT

Outsourcing simplifies cost management and ROI assessment. By clearly isolating marketing expenses, it becomes easier to **evaluate the effectiveness** of marketing initiatives and their impact on ROI. Additionally, outsourcing promotes a strategic approach rather than an unplanned, waste-of-budget, time-permitting approach to marketing.

THE BENEFITS OF OUTSOURCING MARKETING

MAXIMIZE FLEXIBILITY AND CONTROL

Outsourcing can provide greater **flexibility**, allowing an organisation to quickly scale up or down as needed, and to adapt to changing market conditions. An outsourced agency will use its experience and knowledge to make strategic decisions that ensure campaign success, such as decisions that adapt as the market and marketing data dictates. All while, the organisation's management team retained managerial control of **business-critical operations**.

Developing situational protocols can also account for changes made by the agency. Incorporating parameters to be followed based on the situation at hand. This includes adjusting communication channels, modifying reporting procedures, and implementing fail-safes for current marketing solutions.

IN-HOUSE TEAM REMAINS FOCUSED ON THE ORGANISATION'S TASKS

Outsourcing helps keep the organisation's most **valuable personnel focused**. Traditionally, organisations have relied on their most valuable people to write thought-leadership content and do the networking required to generate new business opportunities. But these demands take away from client time. Outsourced marketing is changing that balance. An hour-long interview with an expert can provide enough information for an entire content marketing campaign. This can save many painful hours that experts might otherwise spend writing content themselves. Further, the outsourced marketer typically produces a superior outcome.

IT IS VITAL TO CHOOSE A MARKETING AGENCY WITH CARE



The decision to outsource is easy, but the process of finding the right agency can be challenging.

Here are the steps we recommend before outsourcing:

ONE: DEFINE THE PROJECT AND SCOPE OF THE WORK

Before outsourcing, it's essential to identify the project that needs to be delegated, and the complete scope of work involved. A clear definition of the project and a well-outlined scope of work will set expectations and allow the outsourcing agency to fully comprehend what is expected of them. This will prevent any unpleasant surprises from arising later on.

TWO: CONDUCT THOROUGH RESEARCH

To determine if outsourcing is the right choice for your business, it's crucial to conduct comprehensive research on the specific tasks you wish to delegate. Consider the following:

- Which agencies are best suited for this type of work?
- What are the current market rates for the projects you need help with?
- What platforms are available to find agencies that specialise in these projects?
- What tools are necessary to ensure that tasks are completed efficiently and on time?
- What is the standard turnaround time for these projects?



THREE: DEFINE YOUR BUDGET

Outsourcing is often pursued to save costs compared to doing the work in-house. Set an ideal budget and determine an absolute spending limit for the outsourced tasks. Research market rates, request quotes from different agencies or independent contractors, and review the breakdown of what is included in the pricing, timelines, and expected deliverables.

Compare the costs and services offered to find the best value for the investment. Although cost-saving may be a primary motivation for outsourcing, avoid choosing the cheapest option without verifying that it's the right decision. Ask questions to ensure that the work quality will meet the standards of the organisation, after all the agency will be representing the organisation to its current and potential clients.

FOUR: ANALYSE THE AGENCY'S SUCCESS STORIES

Before settling on an outsourcing agency, freelancer, or service provider, it's necessary to analyse their success stories, and their ability to deliver on promises.

Analyse the feedback from past clients, including comments and ratings. Paying close attention to how the agency performed with organisations that are similar or share the industry.

When reviewing the agency, pay close attention to the experience other clients have had with the agency. Look for reviews that provide details about their ability to meet deadlines while maintaining strong client relationships. Assess whether the communication is seamless and examine feedback that sheds light on the agency's approach to managing expectations.

CONCLUSION



Handling marketing in-house can prove to be a challenging and draining task, both in terms of time and resources. To maximize the efficiency of your marketing efforts while freeing up internal resources, it's advisable to consider outsourcing your marketing to a professional agency.

With their expertise and experience in the field, a marketing agency can provide a more efficient and cost-effective solution to your marketing needs, ultimately leading to an increase in the effectiveness of your marketing strategy. By outsourcing your marketing, you can focus on other aspects of your business, knowing that your marketing needs are in good hands.

If you're considering outsourcing your marketing activities, it's crucial to choose the right partner. Maven TM is a specialist in B2B digital marketing and has designed and implemented successful strategies for some of the biggest names in the tech sector.

We offer a cost-effective and time-saving solution, and our proven track record in your industry and sector makes us the best choice for your marketing needs.

ABOUT MAVEN TM



Founded by a lead generation industry veteran, Maven TM was created with a clear purpose - to provide high quality, reliable lead generation services for companies in the B2B technology space. Today, we offer high performance funnel-wide inside sales programmes that increase demand and revenue.

Our blended marketing services empowers sales; extending brand reach, nurturing relationships, providing business intelligence and generating new sales opportunities.

B2B technology sales can be complex, with long sales cycles involving multiple stakeholders and extensive procurement processes. Sales teams are focused on closing those sales that are further along this process and often do not have enough bandwidth to generate new opportunities or progress those at earlier stages.

We are passionate about representing our clients' brands with pride; knowing we are trusted to deliver measurable outcomes. Working hard, finding new ways to fuel sales and marketing performance in competitive international markets.

MAVEN TM LIMITED,
UNIT 21,
ENTERPRISE HOUSE,
O'BRIEN ROAD,
CARLOW,
CO. CARLOW

SALES ENQUIRIES
TEL: +353 (0) 59 9101500
SALES@MAVENTM.COM
WWW.MAVENTM.COM