



Why outsourcing marketing services is ideal for industrial brands

Outsourcing has been a much valued service model for many types of businesses for decades. Whilst larger businesses are more likely to adopt the model, many growing business are seeing the long term benefits of outsourcing due to the direct and efficient impact it can have on the bottom line.

Marketing outsourcing is becoming an increasingly viable alternative for industrial brands as it offers flexibility, reliability and financial benefits, whilst allowing them to concentrate on their core capabilities.

Fluctuations in manufacturing markets and rapidly emerging markets often leaves industrial companies under or over-staffed, costing time and money. In addition to this companies can rarely justify having a fully skilled marketing team due to changes in budgets and costs and when they do decided to recruit staff, further issues can arise.

What will you gain from outsourcing your marketing?

Expertise

Recruitment is an issue for many businesses today and finding the right skillsets can be difficult. Business to consumer marketing is a more sought after route for many marketers today leaving fewer business to business marketers available in the marketplace. In addition to this, B2B marketers vary in their skillsets and whilst some may have a marketing degree, many lack the industrial knowledge that is required, particularly with technical products and services.

For those that do manage to recruit a good marketer, there is a tendency for marketing staff to move on after 3-5 years which means that the search begins all over again.

For many industrial brands that are looking to grow they will require a number of key skills; branding, design, PR, digital, copywriting, to name a few. Building and managing an internal department and hiring people for individual skills can be costly and, as outlined above, unreliable.

Outsourcing offers a complete set of skills, as required, for one single cost.

Control

Whilst outsourcing in itself is relieving full control of a business function, it ultimately offers greater control over the brand, communications documentation and reputation.

Choosing to outsource marketing services allows companies to pick and choose the services that they require over a period of time and set KPI's. They can test the services without any long term commitment and extend them as required. This is more cost effective than recruitment and more reliable.

Outsourcing offers greater control of activities and costs.

Process improvement

Marketing has many processes and these can change over time when people change. This can lead to brand and method inconsistencies. Organisation, planning and control are vital to ensure that brand and marketing communications are consistent.

Outsourcing will ensure that processes are maintained to a high standard.

Knowledge

Outsourcing your marketing to a sector focused service provider offers many benefits. A full service company will be working with a wide range of industrial clients, enabling them to share ideas and successful methods. In addition they have already built relationships with trade media and third parties, as well as having knowledge and market insights that are directly relevant to industrial markets.

Further B2B industrial specialists have a greater understanding of customer buying cycles and customer relationship management, offering much valued advice and opportunities.

Outsourcing offers a breadth of industry knowledge and benefits.

Consultancy

Outsourcing marketing to a specialist B2B marketing company gives you access to additional valuable knowledge, ideas, concepts and advice.

Specialists who have worked in industrial organisations have a thorough working knowledge of manufacturing and engineering operations including international marketing, research, product development, services, operations, logistics, data management and sales team development. They can advise on developing customer-centric programmes and value-led marketing as well as developing sector focused sales tools.

Consultancy is a valuable benefit that educates and informs clients.

What will you gain from outsourcing your marketing?

- Added value to your company's bottom line
- Consistent messaging which customers value
- Creativity designed specifically for technical products
- Competitiveness and differentiation
- A greater understanding of what works for other industrial brands
- Better relationships with sales
- Stronger brand identity and messaging
- Cost effective access to an entire set of marketing skillsets
- Better processes and marketing management
- Value added consultancy and knowledge

The Product Marketing Company is a successful full service B2B marketing outsource service for the manufacturing and engineering sectors.

For more information or an informal discussion please telephone 01462 432303 or email tim.gale@product-marketing.co.uk.