

1 TOP REASONS

BUSINESS-TO-BUSINESS
COMPANIES OUTSOURCE
THEIR MARKETING

WHY B2B COMPANIES OUTSOURCE THEIR MARKETING

When companies outsource their marketing, they get access to the B2B marketing expertise of an entire company and decades of collective knowledge.

THESE COMPANIES:

- 1 Gain deeper B2B marketing expertise
- 2 Make better choices about marketing tools and methods
- 3 Execute well on multiple marketing tactics
- 4 Keep up with new marketing tools
- 5 Get more accountability from the marketing function
- 6 Gain a strategic marketing outlook
- 7 Access fresh business perspectives and marketing ideas
- 8 Achieve consistency of marketing execution
- 9 Access best in class marketing vendors
- 10 Have more flexibility



1

GAIN DEEPER B2B MARKETING EXPERTISE

When companies outsource their marketing, they get access to the B2B marketing expertise of an entire company, including all of its staff and past experience. That typically amounts to working with hundreds of companies and decades of collective knowledge. No

single individual is likely to possess such expertise – and if they do, they likely come at a cost that is prohibitive. Outsourcing enables companies to leverage deep and broad B2B marketing knowledge immediately, which results in more effective marketing.



2

MAKE BETTER CHOICES ABOUT MARKETING TOOLS AND TACTICS

There has been an explosion of B2B marketing tools and tactics in the last decade, particularly digital tools like webinars and social media. As a result, B2B companies can become bewildered by their marketing options. Outsourcing allows companies to gain proven experience about which marketing methods will deliver the best results based on their objectives. This can save companies tens and hundreds of thousands of dollars and hours by avoiding investments of time and money in marketing initiatives that won't deliver results.

Outsourcing ensures that marketing budgets are being allocated to the marketing tools that make the most sense for the company, given its goals and industry. Outsourcing also ensures that the right tactics for the company's strategy will be chosen, as opposed to tactics that might be selected for reasons of entrenched relationships or past experience.



3

EXECUTE WELL ON MULTIPLE MARKETING METHODS

B2B marketing requires more than just one marketing method – for example to optimize online search results. To be effective in marketing, B2B companies have to execute an array of integrated tactics, from content development to lead nurturing, and digital to traditional tactics. It's very difficult to find a single person who has experience in the full range of marketing methods.

By outsourcing, companies get access to a team of people who collectively have experience in every type of B2B marketing method. This reduces the risk of execution failure and mistakes because the learning curve is greatly reduced.



4

KEEP UP WITH NEW MARKETING TOOLS

The pace of change in B2B marketing has accelerated. As B2B buyer behaviour changes, so does the type of marketing tools that work for getting a company's message to the right people at the right time. It is difficult for individual marketers to keep up with the pace of change, and as a result they are more likely to default to old tactics that they are comfortable with, as

opposed to the tactics that are most likely to deliver results for the company.

Marketing outsourcing gives B2B companies access to the latest marketing tools and an understanding of whether and how to use them to achieve the company's goals.



5

GET MORE ACCOUNTABILITY FROM THE MARKETING FUNCTION

Because of the nature of the working relationship between an outsourced marketing company and its client, there is usually more structured reporting on marketing activities and results than there is in an employee relationship. In-house marketers may not have experience developing score cards or identifying the right metrics to track and deliver on set objectives. Outsourced marketing companies have built systems

and processes to report on metrics consistently and have the experience to identify relevant metrics.

For B2B companies, outsourcing marketing provides more tangible understanding of what results are being delivered and what ROI is being achieved from the marketing function.



6

GAIN A STRATEGIC MARKETING OUTLOOK

Small and mid-sized companies often have junior or shared resources dedicated to marketing. While this might provide coverage for marketing activities, it does not deliver a strategic outlook and a mind-set on marketing's role in achieving overall business

goals. Outsourcing gives B2B companies a senior professional who brings a strategic mind-set to the marketing function and can ensure that marketing contributes to the overall success of the business.



7

ACCESS FRESH PERSPECTIVES AND MARKETING IDEAS

There is value in having a fresh perspective on a business. Outsourced marketing brings new ideas and new questions about customers and market opportunities. It brings fresh ideas on how the company can get its message out and avoids the stagnation that can occur when employees have been intimately involved in a business for years.

Outsourced marketing also avoids entrenched opinions and business politics, as the relationship with an outsource partner is collaborative, but independent.



8

ACHIEVE CONSISTENCY OF MARKETING EXECUTION

Small and mid-sized B2B companies often experience turnover in their marketing personnel, as marketers take new jobs or go on maternity or paternity leaves. When turnover occurs, there is often a gap in marketing execution between one marketer and the next. That gap in activities causes ineffectiveness in a company's marketing. It also costs significant time by the management team to replace the in-house marketers.

The benefit to outsourced marketing is not having to handle any personnel turnover internally, as the outsourcing company handles any transitions. This saves the leadership team's time and results in better marketing performance.



9

ACCESS BEST IN CLASS MARKETING VENDORS

Every marketing program involves some work from third parties, such as printers, graphic designers or website developers. Outsourcing gives small and mid-sized B2B companies access to a better slate of vendors at better prices than they would be able to access on their own. In addition, it saves companies countless hours spent

identifying potential vendors and the learning curve associated with building a working relationship with them. By outsourcing, companies get access to a roster of vendors who have proven that they deliver high-value, reliable results.



10

MORE FLEXIBILITY

Not having to staff full time senior and junior marketing personnel gives considerable flexibility to B2B companies. They can scale up and down as the intensity of their business and marketing objectives

change. Outsourcing allows them to access the quality and level of experience they need for their goals without HR costs and considerations.

CONCLUSION

For B2B companies, outsourcing marketing provides a more tangible understanding of what results are being delivered and what ROI is being achieved from the marketing function.

By outsourcing, companies get access to a team of people who collectively have experience in every type of B2B marketing tactic and strategy. This collective

expertise includes knowledge about effective budgeting, tactical and strategic planning and implementation, the latest marketing tools and how to effectively use them.

To see what outsourced marketing is like for companies who use it, take a look at our case studies by visiting the B2B marketing experts online at: **www.themezzaninegroup.com**

ABOUT THE MEZZANINE GROUP

The Mezzanine Group is a Business to Business marketing strategy and execution company.

We provide a complete marketing department service for small and mid-sized Business-to-Business companies who need great marketing, but don't have in-house expertise or resources to accomplish it. We specialize in technical and complex businesses and deliver strategic marketing that gets revenue results.

We know growth - we were named one of the fastest growing companies in Canada for four years by PROFIT Magazine.

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