

PRISTINE MARKETING SERVICES

Your Personal Marketing Department at
Your Fingertips!



Why should a
business consider
outsourcing their
marketing
functions?

**REASON 1:
Higher Quality**

**REASON 2:
Lower Cost**

**REASON 3:
Sharper Focus**

**REASON 4:
Greater Flexibility**

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Outsourcing Is The New Marketing Trend!

It's not a secret, in today's economy many companies are downsizing, reevaluating their priorities or expanding. Companies today find that outsourcing has become an essential aspect of their business strategy and this includes the marketing function.

Outsourcing allows a company to focus on product development and overall operations. It eliminates the need to hire full-time staff and avoids tasking overworked staff. Many marketing consultants help companies market their products and services without extending their own in-house marketing staff. Marketing consultants can provide the same service as an in-house marketing department, but at half the cost.

Doing so can help you achieve your business goals if you don't have a marketing department, or it can give you a more hands on approach and fresh ideas if you do. Here are some benefits to consider:

● **Fill skill gaps.** Since media is increasingly fragmented, communication programs are more complicated. You cannot be an expert in every medium and understand the needs of each of your targeted audiences if your products/services are sold across vertical industries or if you have key purchase influencers from several departments.

● **Reduce overhead.** You don't need to hire an individual or team for a specific program. Just outsource an expert.

That way you don't bear the hidden costs of recruiting, training, furnishing an office, and employee benefits. Salary is just a fraction of employment costs.

● **Eliminate bias and leverage a broader, different perspective.** Outsourcing eliminates the, "We've always done it this way" mentality. You can access the strategic thinking and creative expertise of a marketing professional free of internal political baggage.

● **Improve your focus.** Outsourcing helps you to focus on the core competencies of your business, talk to your customers and your sales team. You can then provide strategic insightful direction, which will leverage your strength. You'll help to reduce your risks and maximize the return on investment in your marketing programs with input from the front line.

● **Jump-start your marketing instantly.** Outsourcing gives you access to experienced marketing professionals who can quickly develop plans and campaigns on the tightest of schedules. You can just say, "Run with it" and start focusing on the execution of your other competing priorities.



Our mission is to help you formulate true continuity with your sales and marketing.

Your goals become ours.

We want to see your business succeed.

Because...

if you

succeed,

we succeed!

Thinking About Outsourcing Your Marketing?

First of all, you want to find a company that understands what you really need. A company that knows the best marketing strategies for your business, and most importantly a company that delivers results in a fast, efficient, and friendly manner.

Relationships are a vital part of any business success. We believe that developing a strong working relationship helps us to understand your long term goals, which in turn, allows us to deliver services tailor made to your business objectives.

Outsourcing Your Marketing Services could actually be the key to the growth of your business, and the ongoing success of your marketing endeavours. You could actually be holding your business back, as well as limiting the profits you could be enjoying.

Pristine Marketing Services serves the professional services industry by providing marketing and business development consulting services on an outsource basis. Our goal is to help you develop and implement the strategies and programs necessary for sustained growth.

You can count on Pristine Marketing Services to deliver!

This Month's Q&A Marketing Tips

Q: How valuable is your time?

A: Outsourced marketing has become a national trend with companies over the past years, due to increasing costs of hiring new employees. Companies are starting to realize the benefits of outsourcing their marketing needs to save these costs, which impact their profit margins.



When a company outsources their marketing, they eliminate the need to hire additional employees saving thousands of dollars each year by not having to pay health benefits, 401k contributions, and cost for office space.

Companies have also come to realize the benefits of freeing up internal employees to focus on sales and operational functions that result in increased profitability.

PRISTINE MARKETING SERVICES

Brings experience,
creativity, and
fresh ideas that will
drive your business
to success!

We offer
comprehensive
sales, marketing
and business
development
solutions to all size
organizations,
while maximizing
your potential and
increasing your
sales!



Benefits of Outsourcing

1. A good outsourcing firm has the resources to start a project right away. Handling the same project in-house might involve taking weeks or months to hire the right people, train them, and provide the support they need.
2. Outsourcing helps control capital costs. Cost cutting may not be the only reason to outsource, but it's certainly a major factor. Outsourcing converts fixed costs into variable costs, releases capital for investment elsewhere in your business, and allows you to avoid large expenditures during any stage of your business.
3. Outsourcing always increases quality and efficiency. Companies that do everything themselves have much higher research, development, marketing, and distribution expenses, all of which must be passed on to the customer. An outside provider's cost structure and economy of scale can give your firm an important competitive advantage.
4. Outsourcing reduces labor costs. Hiring and training staff for short-term or peripheral projects can be very expensive and temporary employees don't always live up to your expectations. Outsourcing lets you focus your human resources where you clearly need them the most.
5. Every business investment carries a certain amount of risk. Markets, competition, government regulations, financial conditions, and technologies all change very quickly. Outsourcing providers assume and manage this risk for you, and they generally are much better at deciding how to avoid risk in their areas of expertise.
6. Outsourcing can help small firms act "big" by giving them access to the same economies of scale, efficiency, and expertise that large companies enjoy.
7. Outsourcing can help your business to shift its focus from peripheral activities toward work that serves the customer, and it can help managers set their priorities more clearly.



**Outsourcing:
An Easy Way
to Create
Your Ideal
Marketing
Department!**

Who Are We?

With today's unpredictable economy, companies are facing many challenges, including: finding new and innovative ways to keep momentum, while dealing with limited marketing budgets.

As companies look to streamline business operations and focus on core competencies, the decision to outsource marketing has become a viable strategic alternative. Companies can outsource their marketing needs at a fraction of the cost of hiring one-seasoned marketing executive.

Pristine Marketing Services' goal is to help these companies align their sales and marketing strategies; which will increase their sales, build brand awareness and streamline their business.

By outsourcing your marketing needs, you provide your company access to qualified professionals who will determine various vehicles to fit your company's needs.

Pristine Marketing Services wants to help these companies find a way to accomplish their marketing goals and stay within a specific budget.

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