

Modus Operandi, What's Your M.O.?

Modus operandi is often used in the abbreviated forms M.O. is a Latin phrase, approximately translated as “method of operating”. The term is used in English to describe someone’s habits or manner of working, the method of operating or functioning.



What is Marketing Optimization?

The adoptive term Marketing Optimization, also known as an M. O., is the method of improving your overall marketing efforts of the organization. This is an effort to maximize the desired business outcomes.



Contents

Introduction.....	4
Return on Investment.....	5
Three R's of Marketing Optimization.....	6
Business Outsourcing	17
Concluding Thoughts.....	19
Outsourcing as a Cost-Effective Resource	20



According to the American Marketing Association (AMA) Board of Directors, Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Thus Marketing Optimization is applied and performed on each individual marketing tactic. Since the emergence of digital media, and the advent of social media and technological innovations, it has progressively become more about an organizations ability to create significant and lasting relationships with the people who they want to acquire their products and services.

Transcending this fragmented world of media complicates key management's ability to effectively connect, as well as at the very same time, presents unbelievable opportunities to develop new ways to connect to the marketplace.



Return on Investment

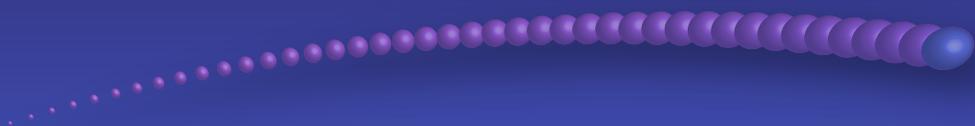
It always pays to bring in experts who can combine all the best practices, resources and the talent to deliver the maximum Return on Investment (ROI). This holds true for marketing outsourcing as well.

As a leader in your organization, you have probably entertained the thought of outsourcing some aspect of your business and you may already be doing so. The benefits of outsourcing seem obvious, publicized by experts across numerous industries as the answer to cutting costs for business functions ranging from information technology to accounting, legal and human resources.

Is there more to outsourcing than the bottom line?

What are the other reasons companies choose this route?

What about consequences for aspects of your business that are not so easily quantified?



The Three R's of Marketing Optimization

The three R's of outsourcing Marketing Optimization: Reasons, Risks and Rewards, specifically as they relate to key management and their goal for building and gaining a better ROI when they outsourced the function to specialized experts.

For example, many companies will outsource in order to reduce their costs and thereby reduce the prices they charge for their goods and services.

To delegate these tasks, functions, or responsibilities to an independent provider can just be plain old 'good business.' According to and paraphrasing the Outsourcing Institute's Outsourcing Index, listed are reasons to outsource:



The Reasons

1. Reduce and control operating costs.

When you outsource the Marketing Optimization, you eliminate the costs associated with hiring an employee, such as management oversight, training, health insurance, employment taxes, retirement plans to name a few categories.

2. Improve company focus.

Outsourcing for Marketing Optimization lets you focus on your core competencies while another company focuses on theirs.



3. Gain access to exceptional capabilities.

Your return on investment is so much greater when you outsource marketing optimization to a firm that specializes in the areas you need. Instead of just the knowledge of one marketing/communication staff person, you benefit from the collective experience of a team of marketing professionals.



The Reasons

continued

4. Free up internal resources for other purposes.

You may have someone in your office that is acquainted with social media for their personal use for example, but most likely these were not the jobs he or she was hired to do. If they are spending time taking care of these things, who is doing what they were hired to do? Outsourcing allows you to retain employees for their highest and best use, rather than spending their time on things that may take them far longer than someone who is trained and highly skilled in these specific areas.

5. Resources that are not available internally.

Alternatively, perhaps you don't have anyone in your company who can manage your marketing needs, and hiring a new Marketing Director is not in the budget. Marketing Optimization outsourcing can

be a feasible alternative, both for the interim and for the long-term. At much less than the cost of one full-time marketing executive, you can get an entire team of experts, when you need it and where you need it.

6. If you are planning to restructure maximize your benefits.

When you are restructuring your company to improve costs, quality, service, or speed, your non-core business functions may get pushed aside. They still need to be handled, however, and outsourcing is an optimal way to do this. Your restructuring efforts will be leverage and you will be able to keep up with non-core needs. Through Marketing Optimization outsourcing, you get access to expertise in marketing strategy and implementation, as well as creative design, focused on a specific job or project on hand



The Reasons

continued

7. Make Capitol Funds Available

By Marketing Optimization outsourcing your non-core business functions, you can spend your capital funds on items that are directly related to your product or service to your clients and customers.

8. Reduce Risk

Keeping up with marketing and media technology required to run your business is expensive and time consuming. Since professional marketing and media providers work with multiple clients and are constantly keeping up on the industries best practices, they typically know what is right and what is not, what will work and what will not and equally important why you want to do it in the first place. This kind of knowledge and experience dramatically reduces your risk of implementing a costly wrong decision.

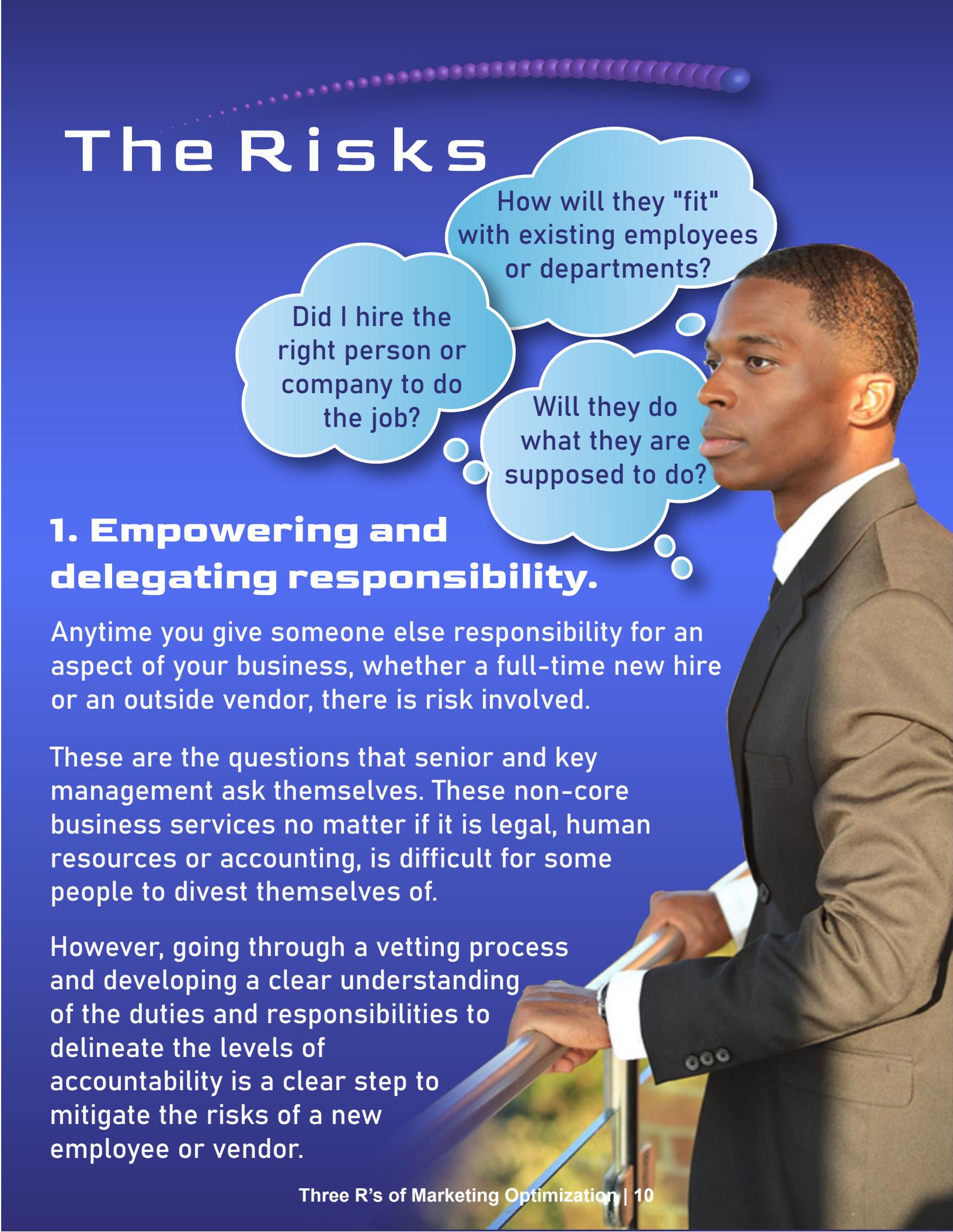
9. Purchasing experience at a much higher senior level.

Get an outside perspective on your business based on an objective unbiased view. All of your team will benefit from the deep experience the marketing group brings to the table, such as familiarity with your target market and the many marketing channels and opportunities available which many organizations have little or no awareness of.

You get more than just marketing expertise. You get predictable, effective marketing systems that generate and nurtured outcome. By Marketing Optimization outsourcing some of, or all of your marketing, you receive marketing talent, leading-edge media strategies, shared experiences, and access to advanced marketing technology.



The Risks



Did I hire the right person or company to do the job?

How will they "fit" with existing employees or departments?

Will they do what they are supposed to do?

1. Empowering and delegating responsibility.

Anytime you give someone else responsibility for an aspect of your business, whether a full-time new hire or an outside vendor, there is risk involved.

These are the questions that senior and key management ask themselves. These non-core business services no matter if it is legal, human resources or accounting, is difficult for some people to divest themselves of.

However, going through a vetting process and developing a clear understanding of the duties and responsibilities to delineate the levels of accountability is a clear step to mitigate the risks of a new employee or vendor.

The Risks

continued



2. Some marketing and communication functions are not easily outsourced.

Marketing affects an entire organization; from the product, to the place, to the methodology of distribution, even simple tasks employees do every day, to the complex automated aspects of operation.

Be sure the outside marketing vendor is qualified to take care of your greatest promotional needs.

The Risks

continued

3. Control may be lost.

Critics argue that outsourcing to a vendor will never be as effective as a full-time employee who is under the same management as other employees. Other concerns include confidentiality of data and sensitive information.

However, senior management that are knowledgeable in managing marketing staff members will be required to work at creating the necessary check and balances in a system to ensure there is trust, confidence and measurable predictable outcome.

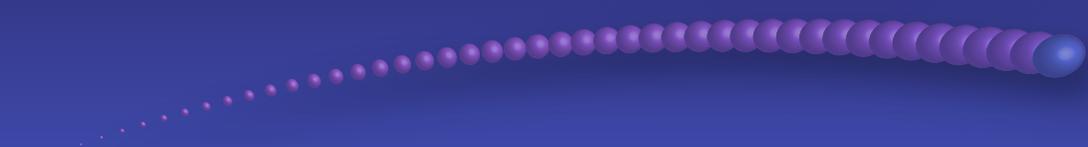


4. Employee morale may be affected.

This may be particularly true if you will be laying off employees to replace their job functions with an outsourced firm. Other employees may wonder if their jobs are at risk, too.

The contracting of marketing optimization for this specific business operation, to a third-party service provider, typically for a non-core competency to a provider with more specialized expertise, does not have any long term effect on morale or productivity.





The Risks

continued

5. Hire more employees.

Under a traditional in-house operation, the only way you can increase the output of your marketing team is to hire more employees. One school of business thought says that if you find someone who is an absolute perfect fit for your core values and beliefs, especially if the person can generate income, hire him or her. However let us take a hard look at the realities of your business. What drives revenue? Determine the leading indicators, those predictable factors that can forecast where your business is headed. It's a decision that shouldn't be taken lightly.

Take the time to be cautious and strategic, and ask yourself these questions. Assess the situation. Are you Feeling overwhelmed? Take a step back to figure out why. Am I or my staff spending too many hours on administrative marketing tasks that could be completed by outsourcing through marketing optimization? Could current staff take on more responsibility, making it possible to avoid hiring more workers or can this be better done with outside resources?

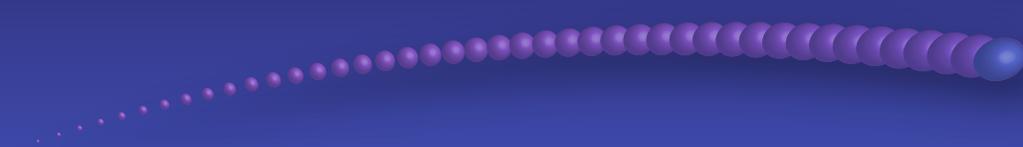
Will more internal marketing staff boost revenue, reduced excessive overtime, finished additional projects, or helped improve morale? Before enlisting anyone, (outsourcing included), make sure the benefits of doing so will outweigh the costs. Your in-house marketing employees are working very hard, perhaps too hard and they're letting you know or complaining that they have too much to do. Complaints of this nature aren't uncommon, but your task is to determine if they're legitimate. They may also claim they want to take on more tasks or spend additional time on current ones--if only they had the time.

You determine that your marketing employee's existing job skills and knowledge are fine for your company's current level of productivity, but to expand, you'll need either increased skills and knowledge or a new and different set of skills and knowledge. This is where Marketing Optimization can be of utmost importance and have 'the highest, best good', for your organization.

Most of these risks can be avoided altogether if you know what to look for in a vendor and ask the right questions. Some employees may find it hard to express new ideas or bring up concerns, for fear of losing their jobs.



Marketing Optimization outsourcing however, actually can provide some amazing results by collaborating with outsourced marketing team members.



The Rewards

1. Access to the latest and greatest in marketing digital media technology

You may have noticed how rapidly media hardware and marketing best practice becomes obsolete in this exponentially expanding social media world. How is one marketing staff person going to keep up-to-date with everything? Outsourcing gives you the benefit of having more than just one marketing professional. And since it's the core competency of the company, they can give you sound advice to put your marketing and media dollars to work for you. Sometimes you can get too close to your business and not see your marketing strategies, programs, or materials from your audience's perspective. Even though you may know your business inside and out by living and breathing it each day, your perspective is still one-sided.

2. Fractional Resources

shares experienced Marketing and media professionals over multiple organizations, thereby enabling an organization to leverage the human capital expertise they need without the overhead and expense of an internal full blown marketing department. Outsourcing is the most efficient and effective mechanism for businesses in general. Marketing is no different. The motivation is for the companies to stay lean, flexible and competitive. Organizations do not want to empire-build without a proper cost justification.

Throughout the last recession most successful companies have learned to be frugal in how they work and how they spend money. Fractional Resources under the umbrella of Marketing Optimization help reduces most of the overhead that a full time person requires. Having these marketing and media key resources available in a single company that focuses on continuous repeatable service is far more advantageous to a business and senior management. There is something inherently good to be said as well as rewarding about consistency with an on-demand pool of senior talent who will provide professional skilled resources to any company.

The Rewards

continued

3. The cost of engaging a marketing firm

is a small fraction of what is needed to recruit, retain and train a full-time marketing employee or employees.

Marketing Optimization, as the name implies optimizes the right skilled people to manage your needs.

You do not lose out on marketing time for vacations or sick leave, as there are always outsourced team members ready to take over on such occasions.

4. With Marketing Optimization

you do not need a full-time salary, benefits, and other overhead. For example, Salary estimated from 19,015 employees, users, and past and present job advertisements on Indeed in the past 12 months stated, that the Director of Marketing Average salary per year is \$91,687 and a Senior Director of Marketing is \$143,291 per year; these salaried costs do include matching FICA, Benefits, Insurance and bonuses to name a few. **



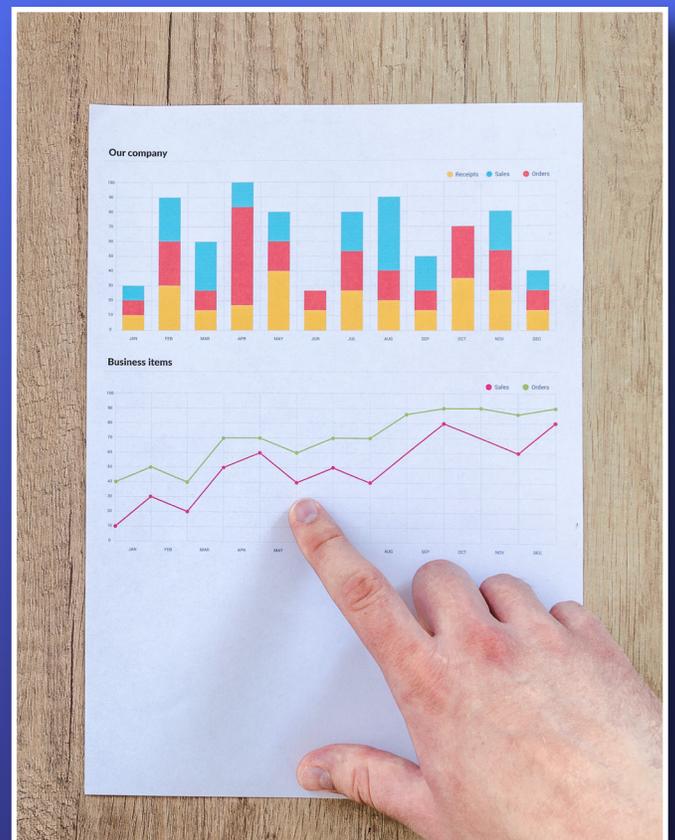
Senior Director of Marketing \$143,291

Director of Marketing \$91,687

Business Process Outsourcing

According to and in the words of the Outsourcing Institute, “At a key inflection point, enterprises are seeing the convergence of emerging technologies with business operations & digital transformation for a new type of outsourcing, as they re-think their business processes, organizational structure and sourcing, pricing & revenue models to adopt to a new Digital world.

Never before have there been such opportunities for those seeking better, faster, and lower-cost services. If you are like most business and key executives, you are probably dissatisfied, if not fed-up with traditional outsourcing and its labor arbitrage-centric business model. Most of the savings have evaporated, performance is lagging, and the innovation isn't coming fast enough.”*



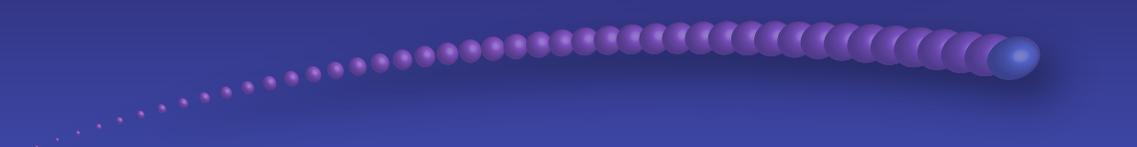


Companies are Outsourcing, “from 45% to 75% of Their Marketing Activities.”

Based on this survey of more than four hundred senior marketers from ten countries, Chief Marketing Officers need to change the marketing operating model, build new skills internally, get the right set of partners and drive digital throughout the enterprise. “Despite the challenges of finding performance-based agency partners, marketers are outsourcing at record rates. According to Accenture’s ‘Turbulence for the CMO’ report, Chief Marketing Officers are turning to a large mix of agency partners and marketing service providers, outsourcing, between 45 percent to 75 percent of their marketing activities.

“Insanity is doing the same thing, over and over again, but expecting different results.”

Albert Einstein



Concluding Thoughts

Why Your Team Becomes More Efficient with an Outside Perspective with Marketing Optimization

As you may know, the combined effect that is created in a group of people who work well together is one of the keys to achieving success at every turn. However, the more we keep things the same, the less likely we are to improve. We all need fresh perspectives. The notion that people who share the same ideas have blind spots when it comes to opportunities for improvement; this is because, as a team grows in synchronization with one another, they become less likely to see weaknesses, threats, strengths and yes, even opportunities. This is the one of the benefits of hiring someone from outside, whether it's a marketing consultant or a media service provider. Outside perspectives help you to challenge your ideas. Build the best team you possibly can, but always be willing to invite in new ideas and perspectives to test it and make it even better.

When it comes to running an organization, tunnel vision is unavoidable. It means that when we are too heavily invested in a particular situation, approach, and outcome. We're too close; we're too emotionally invested.

Marketing Optimization provides you with a more fully developed understanding of the market and your competition than anyone else on your team. Marketing Optimization also helps the organization expand its areas of expertise, proactively evaluate and mitigate risks, and increase credibility and visibility in the marketing communication.

It's easy to lose sight of the big picture, when someone who is too involved in the details of a given problem and is unable to look at the situation as a whole: as the old saying goes, "sometimes you just can't see the forest for the trees", we sometimes cannot see situations as they really are while we are in the midst of them. We lose our perspective. Other times your internal team may find it hard to express new ideas or bring up concerns, for a multitude of reasons; often they just are unable to see it. Even though you may know your organization inside and out, your perspective is simply still your perspective.



Outsourcing as a Cost-Effective Resource

Think of Marketing Optimization as a multi-dimensional partner, with a matching set of service amenities, to help with communication messaging, branded content and transmedia marketing development. These Marketing functions include a number of activities such as market planning, social media implementation, email marketing, filmed presentations, print collateral and highly responsive website development. Marketing Optimization provides for you the keys as well as gives you the flexibility to either scale up or scale down the marketing services contingent upon your requests when and where you need it.

Because of this outsourcing empowerment, you can effortlessly scale your Marketing Optimization because you gain amazing flexibility through the use of these cost-effective resources.

Learn more with an introductory no-charge consultation today and to explore if Marketing Optimization is right for you and your organization.



*Your success
is our business*

*The Outsourcing Institute

Founded in 1993, The Outsourcing Institute (OI) is a neutral professional association dedicated solely to outsourcing, providing information and research. <http://outsourcing.com/>

**Directors of Marketing Salaries in the United States

Salary estimated from 19,015 employees, users, and past and present job advertisements on Indeed in the past 12 months. Last updated: August 2, 2017