

Absolutely

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Service Profile: Integrated Marketing Services

One of the major decisions in a marketing budget is the allocation between internal spending and outsourcing. Marketers are big outsourcers, and may contract out many functions including PR, advertising, event planning and customer data management. According to the American Marketing Association, many marketing organizations would like to outsource more functions, but knowing when and what to outsource is key. While the bottom line for the marketing budget – return on investment (ROI), centralization of functions and cost savings – will always be essential, companies are looking for new ways to add customers and grow revenues.

According to a Forrester Research, the median that U.S. companies spend on outsourcing their marketing services is US\$3.5 million (Forrester, September 2004). This money is spread over a variety of outsourcers – six is the median number. Increasingly, marketing organizations seek to outsource not only “right-brain” functions focused on creativity such as graphics design and PR, but also “left-brain” technical and analytical functions such as product marketing.

Think of how many easily forgettable sales brochures you have thrown away from trade shows and conferences. With the right content and design, sometimes less, not more, can best educate and persuade your target customers.

Absolutely Inc. specializes in integrated marketing services for emerging companies and the new business initiatives of established firms. We provide messaging, copywriting, marketing collateral design, and Web design services. We begin by understanding your messaging and elevator pitch, and extend a consistent and powerful marketing message for your company across print and web mediums.

Need flash design, Web 2.0 tools, customer extranets, Podcasts, or other new marketing tools? Contact us today to discuss your specific needs for the most innovative, cost-effective marketing. We will provide you a significant competitive advantage. All of our work has a customer delight guarantee.



Objective guidelines for when to outsource a particular marketing function or specific project:

1. You lack a specific expertise
2. You lack a specific technology
3. You want to manage more costs as variable expenses
4. You want to benchmark your marketing operations to best practices
5. You want to focus on insight, not operations
6. You need to grow more rapidly
7. You are trapped in a boom/bust investment cycle
8. You need to mitigate your legal risk
9. You just acquired another company
10. You just launched an additional geography or customer channel

Source: *Extraprise*, 2005,
“10 Reasons to Outsource More of Your Marketing”

Absolutely Inc. Content Services:

- Messaging and Elevator Pitch Development
- Copywriting and Technical Writing
- Website Text Development
- Search Engine Optimization Copywriting
- PowerPoint Slides' Content and Design
- Corporate Brochures and Sales Brochures
- Online Newsletters
- Webcasts and Podcasts
- White Papers, Business Cases and ROI Tools

Absolutely Inc. Design Services (with partners):

- Branding and Logos
- Stationery Kits and Print Design
- Website Design and Development
- Flash Demos
- Software User Interfaces (UIs)
- Product Packaging Design
- Trade Show Booths and Corporate Signage

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