

Four Reasons to Outsource Your Marketing



1

You can't always outspend your competitors. But you can out-resource them.

The average tenure for a Chief Marketing Officer in the U.S. is less than three years. It's a pressure cooker profession and these are not inexpensive people to hire and replace. Consumers in America are bombarded by 5,000 ads every day. Only the most creative messages stand a chance. You could hire a high-priced Madison Avenue ad agency to try to beat the odds. But the price tag is considerable.

The good news is that creativity is no longer the domain of Madison Avenue. Thanks to technology, everyone on the planet is born with a film production studio at their fingertips. Not to mention art and graphic design capabilities. And now there's a motivated team of storytellers and graphic designers who can help you try to cut through the clutter for 70% less than U.S. based options.

Welcome to outsourcing with the Cloudstaff team in the beautiful Philippines. Where creativity comes with a dramatically different rate card, thanks to a much lower cost of living.

2

More content doesn't have to cost more.

The thing to remember about content is that it must be constant. You can't post occasionally; it must be on a regular schedule. Some experts advocate a "ready, fire, aim" approach is best to find out what sticks with a public whose guard is up—but doing more inevitably costs more. Many companies start with frequent and aggressive marketing activities but cannot maintain momentum over time.

That's why outsourcing your marketing is a smart way to develop regular messaging for a fraction of the cost of doing it stateside. The creative teams at Cloudstaff include specialists in advertising, copywriting, search engine optimization (SEO), website development, UX/UI, design, graphics, and just about any other role you might need. Your hand-picked team of content creators will produce custom content, research topics, write articles, design, proof and publish as if they were right down the hall.



3

Get a fresh perspective on your business. Like really fresh.

As a business owner, you see every detail, every nuance, every blemish in your business. One of the keys to marketing is not focusing on what you want to say, but rather, discovering what your customers want to hear. Getting a fresh perspective on your strategy and messaging is liberating.

The marketing team at Cloudstaff will come at things differently—180° differently to be exact—as only creatives on the other side of the world can. We'll create human stories with great efficiency using the latest technology, tools and techniques. So, you can focus on what you do best: worry about every detail of your business.

4

At this cost, ROI is almost built in.

Return on investment for marketing can be tough to calculate. There's a cost for the creative process but also for implementing strategies and interpreting results. It requires skilled professionals across the board. Finding, managing, and retaining these people can consume a great deal of time, and they tend to be a fluid bunch.

Outsourcing can help you improve your marketing effectiveness by reducing individual staff costs by up to 70% per person (for U.S. based staff with comparable skills). These savings will allow you to reduce your marketing costs, and maybe even increase your media budget for more impact. Cloudstaff will find you the right people and take care of almost all day-to-day management. And it could very well mean the difference between being competitive or being anonymous.