

# Advantages of Outsourcing

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Outsourcing your most important marketing duties can seem like leaving your baby in the arms of a stranger. But at LogoCare we can make the process immensely comfortable and successful, increasing your sales, which is the ultimate goal of any outsourcing service.

Outsourcing's purpose should be to place your marketing services into the hands of an expert. This frees up your time to concentrate on your areas of core competency. Meanwhile, we can deliver our time-tested strategies and exercise our expertise in the arena of marketing, delivering results and immediate impact.

Many companies outsource elements of their marketing due to downsizing and corporate layoffs. But it is smaller companies that often benefit the most when using a marketing professional expertise. More targeted and nimble, they can test and react to the marketplace faster.

Smaller companies grow successfully in the first several years, filling a perceived need and enjoying the expansion. But taking the company to the next level often takes an expert hand with vast marketing experience in order to break through to the next plateau.

By consulting with your company and offering a marketing plan, we can begin mapping out the future of your company and its growth. By helping you develop your brand, logo, website and marketing collateral, you can capitalize on our expertise. And finally by letting us execute the agreed upon marketing plan, we can increase your sales and improve your bottom line.

Another valuable advantage for bringing in outside marketing help is a fresh view and objectivity. Viewing the industry from the outside in, LogoCare can quickly identify key strategies that might be overlooked by industry insiders. Bringing our immense background and experience to the job, we can apply tried and true strategies.

And ironically, outsourcing your marketing will frequently save you a lot of time and money. LogoCare can create, execute and distribute marketing materials quickly because we have years of practice. There is no learning curve to be mastered.

Since this is what we do, every day of each year, we know the tricks of the trades. We can be a one-stop destination for your marketing needs. From conception to execution, our team can help develop all your trade show plans, sales related materials, marketing collateral and even your web design.

So let us start to discuss the marketing plans we can help you plan for. Whether we steer you in the right direction with a consultation session or full-fledged marketing plan or whether you choose LogoCare to address and execute all your marketing needs, we want to help your business succeed.