

Outsourced Marketing Department Services

By Jeff Bell - Sales and Marketing Results

Most small business owners need but cannot afford a full-time Marketing Department to create and manage the Advertising, Selling and Servicing TOOLS and SYSTEMS needed to grow their business. To solve this situation I offer these business owners and their companies the expertise and access to a **full-time Marketing Department** but at **part-time costs**.

Outsourced Marketing Department Services (OMDS) is a core package of services that takes over the responsibility of creating the Advertising, Selling and Servicing TOOLS and SYSTEMS you need to attract new customer, client or patient Leads or Prospects and convert them into paying customers, clients or patients.

Because of computer technology, more and more people and businesses use Internet search engines like Google to find professionals, businesses and companies online media instead of offline media such as newspapers, magazines, yellow pages, radio and television.

Our OMDS program addresses this with the creation and management of both online and offline Tools and Systems. For example if email newsletters and autoresponders work *online* then printed direct mail and physical newsletters should **also** be used to communicate your advertising and sales messages to people *offline*.

Here are the **Tools and Systems** you have access to and we will create and manage for you as your outsourced marketing department:



Online / Virtual / Internet:

- Content Copywriting
- Email Newsletters
- Email Autoresponders
- Lead Generation Landing Pages
- Pay-Per-Click Campaigns
- Special Reports & Checklists
- TeleSeminars & Webinars
- Short Online Videos
- Google+ Local Listings
- LinkedIn Profile
- Facebook Fan Page
- YouTube Channel
- Search Engine Optimization-SEO

Offline / Physical/ Brick & Mortar :

- Content Copywriting
- Print Newsletters
- Direct Mail Series & Campaigns
- Product & Service Brochures
- Newspaper & Magazine Ads
- Special Reports & Checklists
- Trade Shows & Workshops
- On Hold Messages - Waiting Room Videos
- Yellow Pages Advertising
- Sales Process Scripts & Training
- Local Networking
- Customer Retention Programs
- Customer Referral Programs

Which of these Tools and Systems we develop and manage for you depends on your company, your products and services, your business goals, your competition, your location and the market or industry you work and compete in.