

Marketing Consultants: Why Hire One?

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Do you have enough time?

At some point, you will discover that you cannot get everything done because your team just does not have enough time. One option is to hire another employee. But that is a time consuming and expensive process. Also, it is difficult to know if your candidate is the right fit. If you hire a consultant, it is a quicker method of bringing new talent into your organization without the legal complexities of a new hire. And there is much more to be gained by using a marketing consultant.

Five advantages of outsourcing your marketing needs.

- **Reduce costs:** get the services you need, when you need them, without paying to maintain them in-house all year round.
- **Save time:** take some of the burden off your internal team and allow them to focus more effort on their core responsibilities.
- **Improve project focus:** consultants can really concentrate on your key projects without most of the distractions that compete for your employees' time.
- **Accelerate growth:** quickly achieve your strategic objectives and drive the results that make your organization more successful.

- **Gain new expertise:** easily bring new skill sets and viewpoints to your business plan when new challenges come up.

Does a blended approach make sense?

In this situation, you must first decide what your core team should look like for your organization. Then, consider what are the specialized skills you need for specific projects and to also supplement that core team. By constructing a flexible business model made up of employees and outsourced marketing talent, you can regularly fine tune the application of resources you need to be successful. You could even use a consultant to project manage a team of specialized marketing consultants for a target business process.

Do you need a marketing consultant to complete a specific project?



What do you want your business to be?

It is much more efficient to bring in an expert who is a specialist versus only using an employee who does not do the type of work you need on a regular basis. It is all about flexibility and getting the best solution for your problem. Whether you have a long-term requirement or a short-term project to complete, consider all your options to get the job done.

Need help?

Contact Tim Angbrandt with NEO Manufacturing Experts for your Free Consultation.

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