



arket...*smarter*

**MiK Market Systems**  
915-208-3606

P.O. Box 971282  
El Paso, TX 79997  
sales@mikmarket.com  
<http://www.mikmarket.com>

## Marketing Outsourcing

### Market Smarter

#### You've Come A Long Way

Compare where your business is today and where it was when it started; chances are you've come a long way. Whether you are in the business of selling medical equipment, information technology, hotel or restaurant services, or injection molded plastics one thing is certain; you're good at what you do.

It's your job to master the details behind the process of producing the goods or services your company ultimately sells in the marketplace and you're good at it. However, most businesses don't fail because of product deficiency or poor quality. Let's face it, most people who have the guts to go into business themselves have designed a pretty good product and are proud of it.

Many times, a company's downfall lies in their marketing. In fact, the National Business Institute attributes **64% of business failures** to inadequate or poorly designed marketing.

#### Who is it For?

Developing an in-house marketing department is not only time consuming, but expensive as well. This leads most small businesses to develop guerilla-marketing campaigns designed solely to grow brand awareness through repeated low-level market targeting. Though these can occasionally be effective over the long run, these campaigns focus on only one marketing concept while neglecting many others.

#### What are the benefits?

At MiK, we utilize a wide variety of marketing strategies and concepts to market your business. We begin by learning all we can about the products or services you sell as well as the people you sell them to. Armed with this knowledge, the people at MiK begin segmenting your market and finding effective ways to reach them. At MiK, you'll have a dedicated team of people from Marketing Associates to Senior Marketing Directors (each doing what they do best) working to model your market and grow your business. While you're busy doing what you do best, the people at MiK will be...

- Analyzing Sales and Customer Trends
- Actively Surveying Customers
- Utilizing a Wide Variety of Marketing Strategies to Spread Your Company's Message
- ...and a whole lot more (please see our fact sheet entitled "Marketing - It's What We Do" for more detailed look at what we do)

#### It's More Affordable Than You Might Think

A full-fledged marketing department requires everything from Marketing Directors and Sales Analysts to Quality Assurance and Creative Design personnel. However, for most small businesses it is uncommon to require each of these people a full 40 hours per week. By utilizing most of these support personnel on a part time basis, we can offer a complete marketing solution at a fraction of the cost.

## Why Outsource?

The benefits of outsourcing your marketing efforts are many but here are some reasons marketing outsourcing with MiK makes sense...

- **Our program scales to your needs**
  - Whether you need four Marketing Associates working 24 hours a day, seven days a week or just one Marketing Associate working part-time, we can build a program to suit *you*
  - Our program can quickly scale up to meet your needs should your company require more marketing efforts
- **An entire team of marketing professionals working to grow and promote your business**
  - A **Marketing Director** focused on supervising your dedicated **Marketing Associate** and finding new and innovative ways to grow your business
  - Marketing Associates trained to get in front of your customers and promote the products and services you sell
  - **Creative Design Staff** available to help you develop print and digital media advertising in brochures, postcards, web sites, and more
  - **Quality Assurance Personnel** who follow up with your customers and conduct surveys to identify the level of satisfaction with your product or service
- **Avoid human resource issues**
  - Your dedicated Marketing Associate is a **MiK employee**
  - MiK handles all applications, interviews, and background checks
  - MiK pays all employee costs including:
    - Employee Training
    - Salaries and Wages
    - Employee Benefits
    - Fuel and Mileage
    - Communications (Cellular Phones, Computers, etc...)
  - We build and maintain training programs for your products and services which means we can train one, or one hundred Marketing Associates to promote your business
- **Promotional materials can be included into your contract at wholesale prices**
  - Print media including web sites, brochures, business cards, postcards, pens, note pads, and more; all available at prices far below retail
- **Take advantage of our network**
  - We're recognized in the field by thousands of local business contacts
  - We have years of data accumulated on people in a variety of industries
- **SAVE MONEY!**
  - By contracting for all of your marketing needs through MiK, we are able to provide your company with the marketing presence it needs along with the print and promotional items used to build your brand at one low price.
  - Based on information from Salary.com, a marketing team consisting of one Marketing Director and one Marketing Associate will cost you over **\$108,000** each year (not including benefits, fuel costs, communication costs, and administrative HR costs). This doesn't include your promotional items or printed items either!
  - MiK has developed marketing programs that cost up to **80% less** than this figure.

*"Our philosophy about marketing is that whether you are marketing to individual consumers or large companies, marketing is a people business and it is the relationships built in the process of marketing that serves to drive sales higher and build a foundation for long-term success in your organization"* - Christopher Webb, Vice President of MiK Market Systems