

E-Marketing Outsourcing Services **EMO**

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Companies outsource their IT, HR, customer service, manufacturing and a host of other business functions. The reason? It can be more cost-effective and can deliver better results than managing the processes in-house. We enable companies to gain these advantages by outsourcing their E-Marketing.

What is E-Marketing Outsourcing (EMO)? Firstly, what do we mean by E-Marketing? Our definition is *'The evaluation, planning, implementation and management of the activities needed to achieve the organisation's marketing objectives, using the Internet and other interactive technologies'*.

At a detailed level it includes using:

- ⊕ E-mail to establish a dialogue and maintain contact with existing and prospective customers.
- ⊕ SMS (short messaging service - 'texting') as a direct marketing mechanism
- ⊕ web based advertising to generate contacts and brand build

- ⊕ Pay-For-Performance search (e.g. Overture and Google) to increase web site traffic
- ⊕ Search engine optimisation (SOE) to increase web site traffic
- ⊕ Management of domain names both to protect the client’s domains and to use them to gain maximum web visibility
- ⊕ ‘Partnering’ with other organisations to increase web reach
- ⊕ Both the design and content of the company’s web site (s) to maximise effectiveness
- ⊕ ‘Affiliate Programmes’ to increase web visibility
- ⊕ Web logs to monitor the performance and usage of the web site (s) to ensure the audiences receive the best experience when visiting the site

It is also the role of E-Marketing to plan and monitor the performance of these different techniques to ensure they are contributing to the company’s overall marketing objectives. Figure 1. shows the four stages of E-Marketing from translating the company’s marketing strategy into E-Marketing objectives, through to monitoring results and adapting the plan.

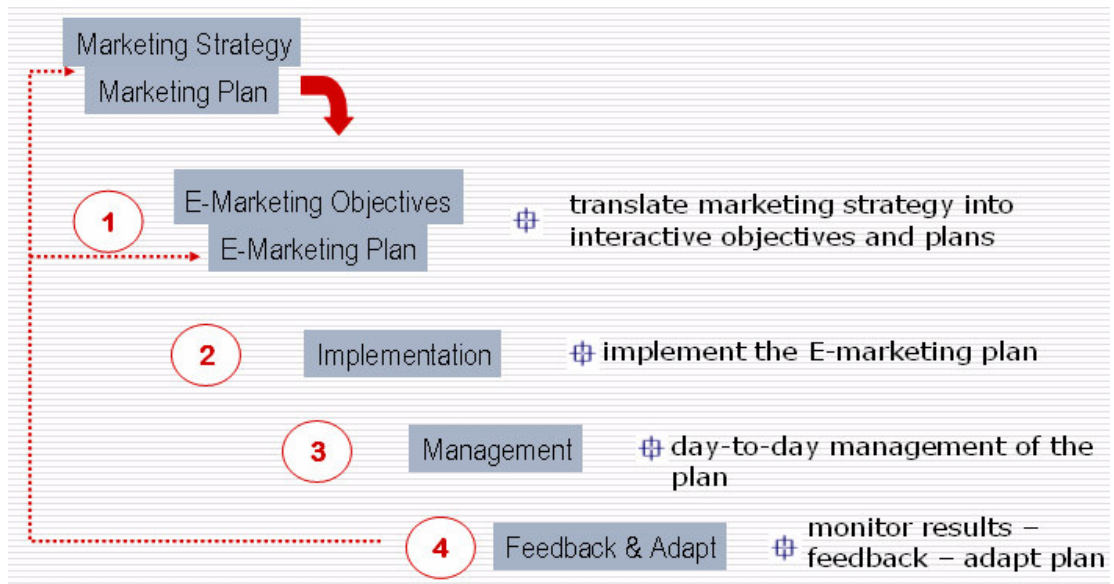


Figure 1. E-Marketing – the four stage model.

Our definition of outsourcing is simple. It is *'The business arrangement where a third-party supplier takes responsibility for performing the business process at a predetermined price and according to predetermined performance criteria'*

Combining these two definitions explains our EMO service. ***For an agreed fee, we take responsibility for all aspects of your E-Marketing and manage it to provide your company with an agreed set of business benefits.*** As simple as that!

Why EMO?

Most companies see the Internet as part of their marketing mix. How it is used and its relative importance depends on the company's industry, its size and ambition for using the technology. Gone are the days when it was an optional investment.

During the past 2 years the complexity and range of possibilities of the 'E-World' has exploded. Thankfully, bursting the dot com bubble has removed the Internet's hype and glamour but it remains a vital communications and commerce mechanism.

A company's web site (s) is only part of the E-Marketing mix. It now involves e-mail, texting, search engines optimisation plus a host of other disciplines.

Marketing directors have the difficult challenge to ensure their company:

- ⊕ Employs the best and most relevant technologies and techniques
- ⊕ Responds to the fast moving legal and regulatory frameworks that cover both the UK and international markets.
- ⊕ Integrates their E-activities into the total marketing mix
- ⊕ Uses the Internet to achieve a competitive advantage by continually evaluating its application to the business.

Of all the areas of marketing, the E-related activities are the fastest changing, most complex and potentially the most valuable.

The Marketing Director's task is to focus and manage the multiple components of E-Marketing within an environment of reducing budgets and shrinking resources.

The ability to outsource the management of all E-related marketing activities is a solution to this problem. Why?

Our training, consultancy and outsourcing clients ensure we are continuously updating our E-Marketing knowledge and experience and in contact with the leading experts in the industry. Something, that few marketing and IT staff have the time and opportunity to do. E-Marketing is our business, it is not yours.

Our primary focus is on ‘marketing’, not the Internet technology. Most web designers and new media agencies are chiefly technically focused rather than seasoned marketers. Few agencies can cover all aspects of marketing from strategic planning through to the detailed tactical implementation. We provide the expertise that spans this divide.

In summary, EMO delivers three types of business benefits:

Financial. It reduces headcount and establishment costs. We provide the E-Marketing expertise and day-to-day management. You no longer need specialist staff and the costs of agencies and contractors. Once the E-Marketing plan is agreed you know the extent of your costs.

Organisational. It releases sales and marketing management to focus on their primary activities. You will still be involved in establishing strategy, reviewing performance and agreeing significant changes to the plan. We are responsible for everything else.

Business Performance. We can improve the effectiveness of our client’s E-marketing spending by using our experienced staff and the application of external business disciplines and processes.

What does EMO mean in practice?

The EMO process divides into ten distinct phases of activity, as shown in Figure 2.

EMO Implementation Phases	
1	Establish and agree the terms of engagement
2	Research the current marketing and sales plan
3	Create and agree the transition plan
4	Establish the client management process
5	Agree the details of the E-Marketing plan
6	Establish the team to implement the plan
7	Manage the transition period
8	Manage the day-to-to operations
9	Monitor performance with the client
10	Agree and implement changes to the plan

Figure 2. EMO implementation phases

This is a brief description of each task:

1. Establish and agree the terms of engagement. Agree how the relationship will work on a day-to-day basis. Who will be involved, how decisions will be made and the outline contract and fee structure.

2. Research the current marketing and sales plan. Understand the details of the company's sales and marketing activities, its priorities and targets. Meet with the company's senior management and those staff currently involved in E-Marketing. Meet the company's contractors and agencies.

3. Create and agree the transition plan to transfer the E-Marketing activities to The Stroud Partnership. This is likely to be a phased transfer of responsibilities.

4. Establish the client management process. A vital factor in the success of an outsourcing partnership is establishing a regular and structured process to review the results and to resolve outstanding issues.

5. Agree the details of the E-Marketing plan. We develop the plan, in conjunction with the client. Once complete it needs to be formally agreed.
6. Establish the team to implement the plan. We will specify our team of staff to work with the client. They will need familiarisation with the client's business and its staff members they will work with on a day-to-day basis.
7. Manage the transition period. This is a very important phase. The hand-over of responsibility must be faultless.
8. Manage the day-to-to operations. We will appoint a manager to be responsible for implementing the E-Marketing plan. It is their responsibility to ensure it succeeds.
9. Monitor the performance with client. Regular meetings will be held with the client to ensure the E-Marketing plan's objectives are being achieved.
10. Agree and implement changes to the plan. It is certain the plan will need to be adapted as business circumstances change. There will be a formal process of agreeing and performing these changes and quantifying the affects they will have on the other elements of the marketing mix.