

# M P O

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Marketing Process Outsourcing  
your business accelerator



BY

**Brandbaron**

Marketers have to deal with several agencies to fulfil their marketing objectives; Agencies such as PR Agencies, Creative Agencies, Marketing Consultancy, Media Houses, Direct Marketing Agencies, Research Agencies and some more. The GAP is - each of these agencies is engaged for fulfilment of one part of the objective and the total ownership of any project is often missing.

Example:

- The Marketer of an apparel brand has an objective of increasing sales by 15% of its X product in a time frame of three months in a geographic region let's say India.
- The Marketer engages an Agency to consult and draw strategy to achieve the above said task.
- The Marketing consultancy does research on the Market, target audience, competitors, buying behaviours, price, positioning etc. and draw the strategy.
- Finding of the agencies are –
  - a. The product has a great potentiality in a college students aging between 16 to 21 years.
  - b. They buy only through Individual education on any product or services.
- The Strategy:
  - a. To engage with the target audience and sell them through Individual Education System.
  - b. Target is to cover 300 colleges in phase one in all the four metros, In phase 2 – 300 more colleges will be covered in the A and B+ class cities
- **THE TASK WAS LEFT THERE BY THE CONSULTANTS**
- Now the Marketer engages one Direct Marketing Agency to execute the strategy drawn by the consultancy.
- The brief to the DM Agency
  - a. The DM agency will cover 300 colleges in the phase one and 300 colleges in phase two
  - b. DM agency will use female promoters, dressed in trouser and X Branded T Shirts, They must have fluency in English and local language.
  - c. The team of promoters will visit the potential colleges as per daily rout plan, meet the students there and Individually Educate them on the product, it's features and price.
  - d. Any interested student may book the apparel there it self by paying a token advance and the apparel will be sent to him or her through Value payable parcel.
  - e. The DM Agency takes up the order and supplies the manpower as per the brief and conducts the activity as per the brief given by the marketer.
  - f. The activity has gone well – at the end of the three months we find that the sale has gone up marginally by 2.5% (The objective was 15%)

### The G A P:

- None of the agencies have taken full ownership of the end result.
- Agencies have taken specific tasks as per their domain expertise.
- The marketer has no direct control or monitoring of the whole campaign
- Delivery standards were not defined through any Service Level Agreements (SLAs)

**P**rocess Laid by Brandbaron is to partner with it's clients from the objective setting stage and hand hold the client throughout till the objective achievement. This process is designed to work with the clients an extension of their in-house marketing team at a much more productive and Cost effective format.

We as a MPO have very scientific approach towards all the projects we undertake. Certain predefined methodology we follow are as mentioned below

#### Step – 1

Understanding of the sales or marketing objectives from the client.

#### Step – 2

Re proposing the objective to the client after a brief study and market intelligence research.

#### Step – 3

Drawing strategies to meet the set objectives.

#### Step – 4

Breaking the strategies into several events and activities.

#### Step – 5

Defining the methodology and modalities to execute the activities.

#### Step – 6

Establishing customized reporting system or remote monitoring system for the client to have clear up date on the activities.

#### Step –7

Presenting the client with ROI and Activity analysis at the end of each project as well understand the clients the then objectives.

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In today's business environment, your success depends on understanding your customers, exceeding their demands for service and delivering value across all touch points.

Brandbaron's Marketing Strategy & Process development helps companies address critical customer management issues including...

- (a) Customer selection/segmentation
- (b) Customer retention and churn management
- (c) Product pricing and bundling
- (d) Partner and channel management.

Brandbaron provided strategic recommendations are always practical and implementable. We examine the specific business processes that support our clients' end-to-end customer experience. We examine and understand the interdependence among the consumer, the company, and the extended value chain. We then optimise results by applying best practices from across our solution portfolio and customer segments to create an integrated solution.