



## **The Value of Outsourcing Your Marketing**

### **By Tina McCleod**

In the non-profit world, “outsourcing” is sometimes regarded as a dirty word, but that has nothing to do with outsourcing your marketing, which is actually a very smart move for some communities. With tight budgets and a lingering recession, now is the time to make the most of your resources, whether talent or money.

With the explosion of new social media, marketing opportunities and an increasingly competitive landscape, now is the time to take advantage of these exciting technologies and new opportunities or risk being left behind. In a sense, your mission and margin are at a crossroads; seizing all of the new marketing tools can propel you to the top of your market. Usually the only way to do so is by having experts in the field guiding your marketing strategy, rather than struggling to understand and implement the technology yourself while focusing on sales results.

Outsourcing marketing functions will allow you to take advantage of the skills and experience of professional marketing and sales specialists. Our Retirement Dynamics (RD) team is immersed in the world of marketing every day and across various organizations so that we can use successful techniques learned from working with over 230 communities to benefit your organization.

Additionally, outsourcing your marketing to RD can help you gain a broader perspective and identify any potential blind spots or biases in your marketing. Another important advantage of outsourcing marketing functions is the insight and data that RD possesses. RD has a wealth of research at our disposal and has the resources to perform evaluative analysis on target markets and research the effectiveness of various marketing techniques.

Experience and specialized knowledge aren't the only ways in which outsourcing your marketing can benefit your organization. Leaving marketing functions to the experts gives you and your employees the freedom to concentrate on what you do best. Without the distraction of trying to tackle marketing, your organization will instantly be more focused on converting sales rather than creating interest. Therefore, you can pay more attention to your core competencies and put your resources into internal improvements, rather than focusing on your marketing efforts. This will give you a chance to streamline your marketing and sales efforts, which in turn will give your marketing and sales teams the time to focus on the bottom line – generating revenue from increasing sales.



888.897.7768



Outsourcing marketing functions reduces overhead and frees you from having to worry about recruiting and training new employees. Many organizations struggle to find team members who are skilled at selling and marketing, two completely different skill sets. Outsourcing your marketing can help improve the bottom line by giving your community a competitive advantage by bringing the latest benchmarks, metrics, and techniques while focusing your staff on selling more residences.

In this new age of communications, the importance of marketing can't be ignored. With so many new methods for reaching prospects, a mass marketing campaign just isn't effective any more. Today's audiences are diverse, including both potential residents and their adult children who are often, and increasingly becoming decision makers in the move to retirement communities. There are an astonishing number of channels of communication to consider. Instead of diverting valuable resources to such a complicated area, why not reap the benefits of outsourcing marketing functions?

When you outsource your marketing to RD, you get the perspective of outside specialists with the integration of an in-house team. We're a partner who can turn strategy into a practical and affordable plan, a seasoned team ready to seamlessly implement all of your marketing.

In conclusion, marketing outsourcing delivers real value; it brings unprecedented efficiency and functionality to the often daunting task of marketing a community's various products across the continuum, services and amenities, and points of differentiation to what is increasingly a demanding, difficult-to-reach audience.



888.897.7768