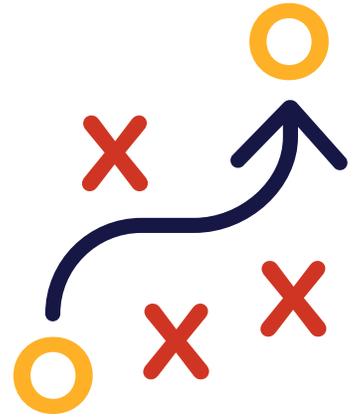


Challenged by busyness instead of strategy?

Too often, marketing is viewed as a catchall for firm administration, sales, design and PR. You only have so much time. Hiring is expensive and also time-consuming with training. If you miss being more strategic with marketing, there is a solution.

Consider an outsourced relationship with Ingenuity Marketing Group. We focus exclusively on professional services and how your prospects buy. For that important project you can't find the time to do, or to support consistent marketing when you are on leave, choose from these flexible arrangements.



Two Outsourcing Options for “You Do It” (YDI) with ING

ING Outsourced Marketing Retainer (full-service marketing department)	ING Limited Outsourced Retainer (designed for firms with in-house marketing support)
Full-service marketing department + senior-level consulting, design and writing	Budget flexibility to engage on projects as needed
Complete and effective project management with timelines, accountability and communication	In-house marketer can focus on strategy by increasing capacity and skills of team as needed
Interim staff who can hit the ground running to create or sustain marketing momentum	Complete project management and creative to expand firm’s marketing opportunities and knowledge
Support for hiring in-house marketing at the right time with right skills (including job descriptions/key interview questions)	Senior-level custom content, design, social, SEO to attract targeted leads better than content subscriptions
Owner/partner consulting to develop a marketing and sales culture among all team members	Consulting on next steps or project ideation to maximize value of each project
Liaison with other vendors to streamline marketing strategy	Creative coaching and consulting to build in-house team skills
Sales and marketing alignment strategies and growth consulting	Consulting on next steps to maximize value of the project
Industry-wide view of marketing trends to expand your options	Focus on ROI to help you deliver marketing value
Market research to get into the minds of your buyers	
Consistent lead nurturing for conversion	
Focus on ROI to help you deliver client value	(651) 690-3358 www.ingenuitymarketing.com