

onebite

A onebite Marketing Director

OUTSOURCED TO YOU



Marketing Director **AS A SERVICE**

Marketing is central to every successful business. Without it, customers wouldn't be able to understand what your business is about or what you sell.

However, the breadth of areas marketing covers today is so vast that many businesses cannot support the services themselves in-house. Not only because resources are limited, but because there are a variety of areas – such as digital – that require experts who niche in each field.



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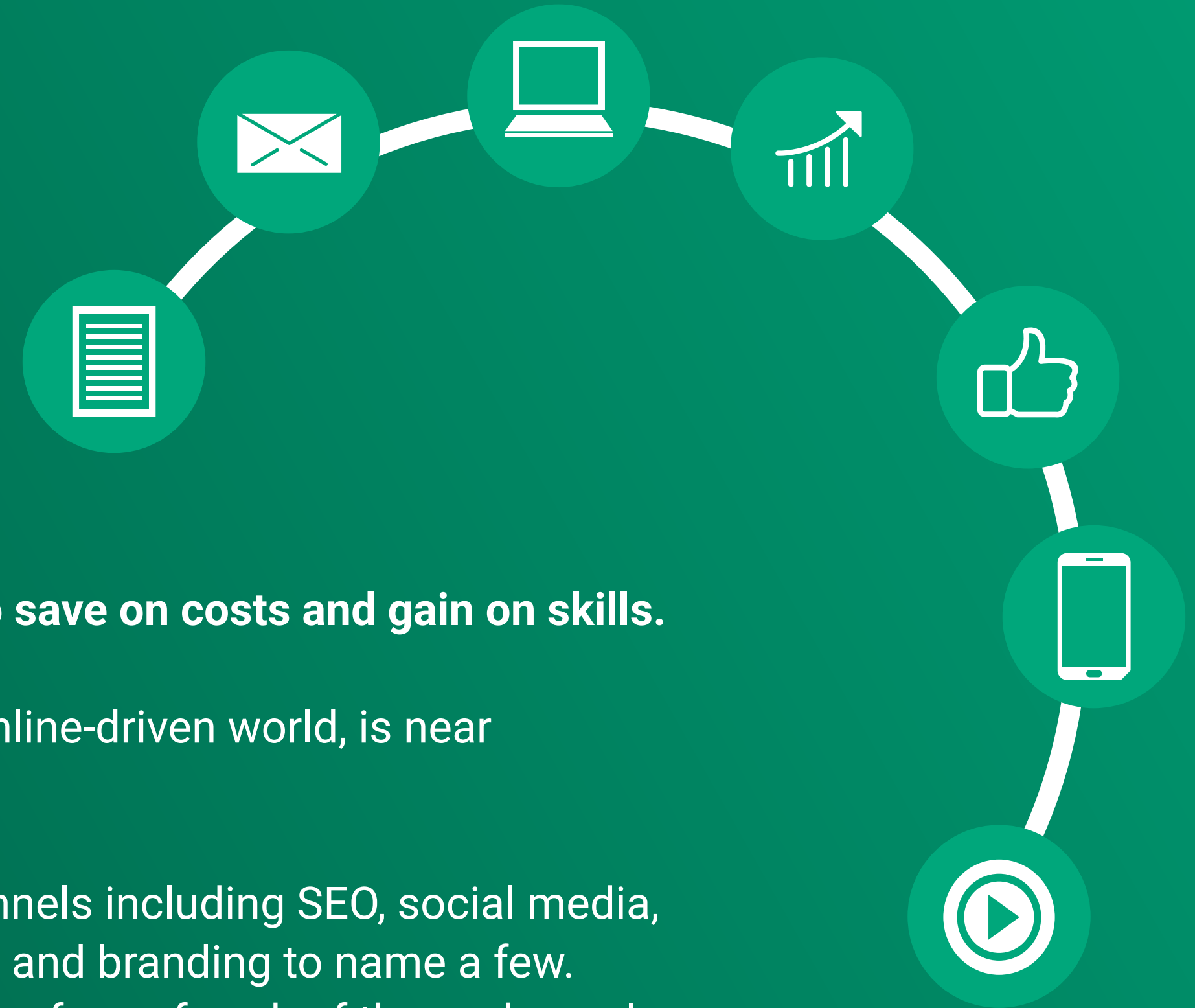
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#01 INTRO



More businesses are outsourcing their marketing to save on costs and gain on skills.

Keeping up with marketing trends, especially in an online-driven world, is near impossible for small marketing teams.

A successful marketing strategy covers over 10 channels including SEO, social media, websites, emails, blogs, customer service resources, and branding to name a few. Teams with minimum resources can only touch the surface of each of these channels, which often means their results are limited.

Because of this, more businesses are seeing the benefits of outsourcing their marketing activity. Not only to save on overheads and costs, but to gain access to a range of experts and resources too.

Listening to the needs and wants of the industry, we've developed a new Marketing Director as a Service package to support your business with its marketing activity.

#03 THE SERVICE

Introducing onebite's Marketing Director as a Service, subcontracting one of our Marketing Directors straight to your business.

Your very own outsourced onebite Marketing Director will carry out all the jobs you'd expect from your own Directors or in-house Chief Marketing Officers and their support can be dialled up or down, depending on what you need.

Responsibilities our outsourced Marketing Directors cover include:

- Develop your business' overall marketing strategy
- Look after your marketing budgets
- Develop new online and offline campaigns and oversee delivery
- Attend board meetings and lead conference calls
- Manage your marketing team and recruitment
- Nurture agency and supplier relationships



#04 THE BENEFITS

The main benefits our Marketing Director as a Service package will bring to your business are:

- 1** Cost-savings on overheads. You won't have to pay a Marketing Director's full-time salary, benefits, training or bonuses.
- 2** Gain expert marketing knowledge. Our Marketing Directors' are highly-skilled with years of experience. They also have daily access to our agency training and team of marketing experts.
- 3** Only pay for the resource you need. Whether you want a Marketing Director's support once a week or once a month, you only pay for what you need. This can be dialled up or down to reflect busy and quieter periods.



#05 HOW IT WORKS

How does Marketing Director as a Service work? We start by finding out about you, your business and your goals. Taking this into account, we advise you on the support you would benefit from and what it would look like.

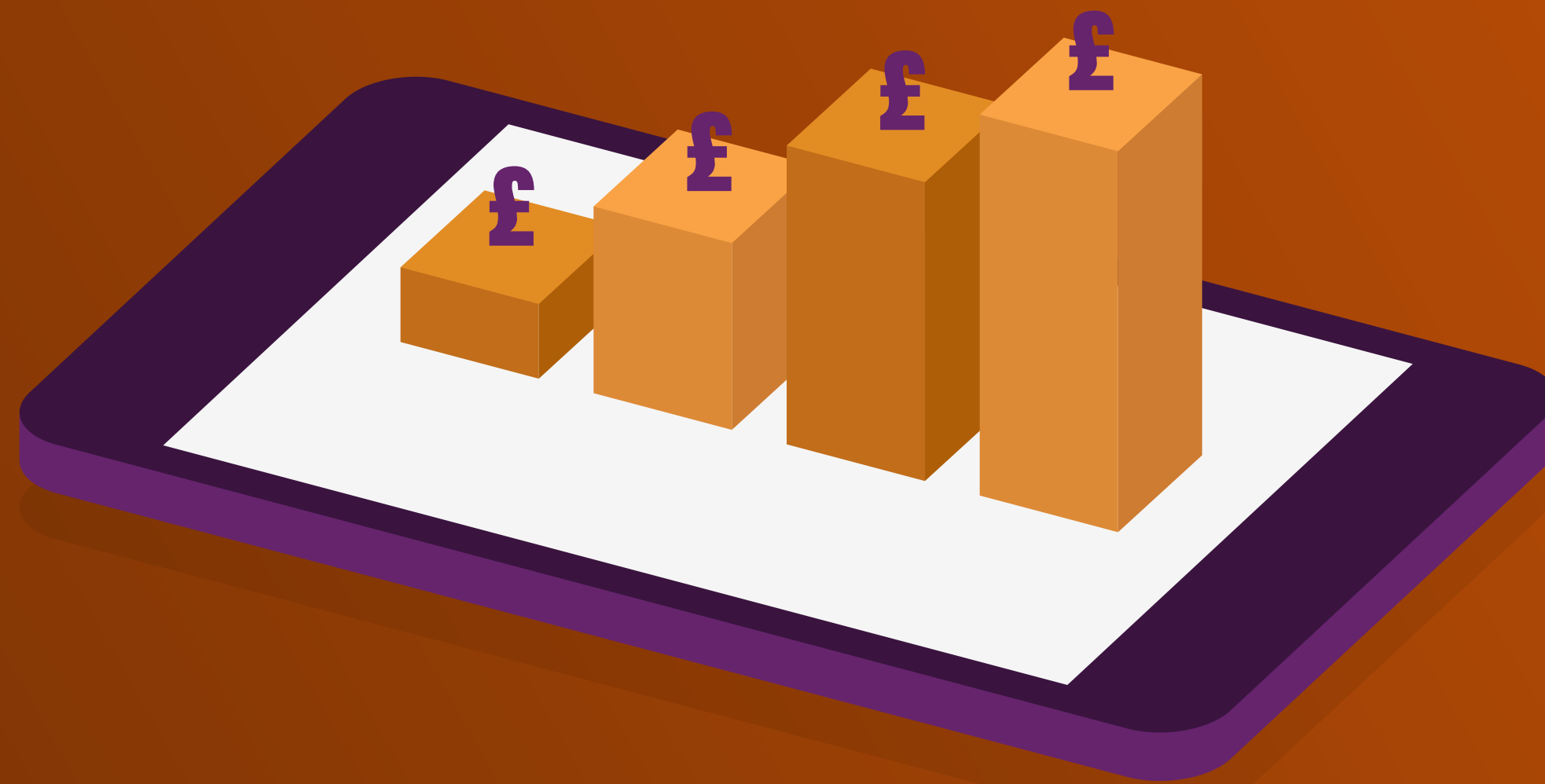
Once the detail has been agreed a onebite Marketing Director will be assigned to you based on the knowledge, skillset and experience that fits best with your company.

Our Marketing Director will then be yours, ready to hit the ground running!



#06 COST

Our Marketing Director as a Service package varies depending on the level of support you need.



This level of package can include elements such as:

- Developing your overall marketing strategy
- Creating a variety of online and offline marketing campaigns to launch new products
- Internal management of your marketing team

We also ask that you pay for your Marketing Director's running costs such as account costs, travel and expenses.

FREE CONSULTATION

Interested to see how our Marketing Director as a Service package could benefit you?

Get in touch to apply for your FREE Marketing Director as a Service consultation.

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