

The background features a blue sky with several white, stylized clouds of varying sizes. At the bottom, there are white, stylized mountain peaks. The main text is in a large, white, sans-serif font.

10 reasons your IT Business needs Outsourced IT Marketing

The logo consists of a blue square with a white border. The word 'Sherpa' is written in white, sans-serif font inside the square, and 'MARKETING' is written in blue, sans-serif font below it.

Sherpa
MARKETING

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Introduction

Our guess is that you run or manage a Technology business that has successfully come through its early stages and you are now considering accelerating your growth by building in some cutting edge marketing activities?

Your choices are:

- Recruit in-house
- Use a contractor
- Hire an IT expert marketing agency

All have their merits but this paper puts forward the case for the outsourcing of your marketing to a dedicated technology marketing agency.

Whether you're a IT Vendor looking to break into EMEA with a leading edge data centre or cloud product or solution; A specialized IT reseller or systems integrator looking to climb the ranks and establish yourselves within a targeted industry; or IT Systems and Support provider wanting to be go-to-guys for companies with huge growth or expansion requirements, there are 10 major reasons why outsourced marketing could be the best choice for your IT business:

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1 Rapid Implementation – Choice of Engagement

You are able to start generating demand for your company almost immediately - using a dedicated technology marketing agency means that the time for set up and the development of correct systems for your IT business is almost instantaneous. From enabling your sales team with an effective CRM system, and building the pipeline with measurable marketing activity, your chosen agency will be able to get you off the ground in now time at all, with experience of set up, deployment, team training and ongoing management, with considerably less teething problems than trying to do it all yourself.

2 Cost Saving vs. Employing Marketing Staff

A decent IT Marketing Professional is going to cost somewhere in the region of £40k per year and you have the added risk of not getting the right person, first time. Considering the IT industry is constantly changing, finding someone with a great understanding of your business and processes, when they're coming from outside of the industry is tough. Add to that the cost of the software, the next years marketing budget, and a whole range of additional outsourcing costs you hadn't factored in, because within three months your new recruit realizes they need significant help to deliver your expectations –and you've got yourself an expensive problem.

3 You Get A Full Range of IT Marketing Experts Under One Roof

Engaging with a professional IT focused marketing agency means your work will be split across discipline experts to ensure success. By using an IT expert marketing agency you are able to understand and benefit from the very latest trends without being a marketing expert yourself. The range of skills available in dedicated marketing agencies will far exceed what you would be able to achieve by trying to recruit for a complete skillset yourself. What's more, is those guys will have worked together before, worked with companies with similar requirements to you, and will quickly adapt to deliver what the project needs.

4 Proven Systems - Plan, implement, reach, engage – MEASURE !

A great IT marketing program needs structure, complimentary activities, exact scheduling and a system of measurement and analytics that demonstrate its value. This is hard to set up, time intensive to manage and ultimately if you are not measuring your plan and activities, you won't succeed.

An IT Outsource Partner will already have these systems in place, giving you full visibility of the project, a tried and tested strategy that really works and, of course, measurable results.

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5 Free up time to focus on what you're good at

Modern marketing is time intensive if you are starting from scratch, and quite frankly, you are already busy at least 10 hours a day managing and ensuring the success of your IT business.

The number of marketing platforms, tactics, and activities your company could undertake to get off the ground is both daunting and staggering in number. By using an experienced technology marketing agency, it leaves more time for you to manage the other elements that will make your technology business a success, and spend more time with customers, sales staff and your accountant!

6 Get the best from Your Existing Assets

Whether they be staff, systems or digital assets from a well produced website you can always get more from these if managed correctly.

Using a specialist IT marketing partner and a combination of some of the best marketing software known to man means that your existing marketing assets will be better utilised, managed and measured, effectively published, and most importantly, actually delivering the highest caliber of qualified leads into an increasingly strong pipeline.

7 Experienced IT Marketing Support for your Sales & Marketing Teams

Having an effective technology marketing strategy in place will reassure the sales team that the company is being promoted as much as possible, making it easier for them to gain and follow up on potential leads.

Working with an external specialist IT marketing company, jam packed with IT marketing experts who know the industry inside out and represent your business passionately can only be a good thing.

8 IT infrastructure

Working alongside your IT department, your outsourced IT marketing partner can make a real difference in developing your portfolio as well as your overall business. Using their very own 'little black book' your well-connected marketing agency should be getting down and dirty with all of their connections within established IT Vendors, Resellers, System Integrators and Technology Distributors to develop innovative ways to expand your IT business in the UK and EMEA markets, in whichever verticals you want to focus on.

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9 We know and understand the IT industry

An IT marketing agency should be made up of a hand selected group of highly experienced experts who will know what is required to work in the technology sector right now and is able to cut through the noise, delivering over and above the results you have been hoping for.

10 Your business growth. Guaranteed

This, combined with a set of tried and tested activities that have been proven to deliver results, will give you the growth your IT business deserves, and at a fraction of the cost of employing a complete marketing team in house.

Five Questions to Consider Before Engaging an Outsourced IT Marketing Partner

So you are thinking about outsourcing?

You've read this far but ask yourself these 5 questions that will help you form an opinion and make the right decision:

1. Does the technology focused marketing agency you are considering engaging with have experience in the Technology sector?
2. Do they provide a full range of complementary services that are both economic and effective?
3. Do they have the necessary strategic clout to discuss your IT business at a senior level but have the necessary tactical agility to get the job done, first time, on time?
4. Is the company you are considering working with prepared to invest some free time up front to get to know you as an individual technology company and produce a working technology marketing strategy that will ensure growth?
5. Will the company work on a trial or ad hoc basis so that they can get acquainted with your IT business and your objectives?

The logo features the word "Sherpa" in a white, sans-serif font, positioned above the word "MARKETING" in a blue, all-caps, sans-serif font. The text is contained within a white-bordered square that has a jagged, mountain-like bottom edge. The background of the square is blue.

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A full service Outsourced IT Marketing Agency with global reach, Sherpa Marketing specialises in IT vendor, distributor, and reseller marketing along with EMEA channel development. As a Hubspot Agency, we implement the industry's best practices.