



good thinking



here's the problem

When you hire an employee, you pay them a salary. But you also pay taxes, benefits, space, utilities, equipment, software, direct expenses, training, etc. In fact, a recent survey by the Sloan School of Management at MIT reported that the average "actual cost" of an employee was about 2.7 times the base salary. Ouch!

Good Advertising, long known for its innovative business-to-business expertise, now has deep outsourcing capabilities that can help you move resources back to core tasks while strengthening your marketing and advertising communications. We go beyond the traditional results-driven advertising agency/client relationship by incorporating asset reduction as an additional value tool, giving you the flexibility to do more with less. This flexibility is the key driver of success in our agreement. We can work with you to create an outsourcing relationship with options that include:

- Specific creative capabilities for your marketing and advertising functions that would be far too costly to staff in-house.
- Our full range of marketing expertise.

You choose the mix of our resources that you want to leverage, and together we build a partnership that enhances your marketing communications and your bottom line.

here's how it works

Since we specialize in what we do, we hire only the best marketing and design talent, and we pay a premium price for these more experienced and proven skill sets. But we can also spread that cost over a number of clients, so you actually end up paying very competitive prices for a higher quality work product, without all the overhead expenses and waste.

here's what you can expect

- Asset reduction—Because the costs of maintaining myriad support staff on payroll can be prohibitive for most companies, many are foregoing full-time staff for the ability to focus completely on core business operations.
- Focused specialization because this is our exclusive market mission.

For those who do it well, running a business is more than just a full-time job—it's an all-consuming passion. But often accompanying that passion, there comes a tide of peripheral responsibilities—marketing/graphic design department, IT, accounting and others—that don't necessarily contribute to making your products better or your services smarter.

While they are critical to any business, managing these activities in-house often serves more to divert resources from core tasks while draining time and money. That's why market leaders are turning to the expertise and cost-efficiency of outsourcing relationships. These seamless partnerships allow each company to do what it does best for the mutual benefit of both parties.

a good opportunity for outsourcing

Never a waste of time and money, communicating with your customers and employees is what we specialize in. An effective internal message builds loyalty and synergy among your staff. And a clear, concise message targeted with precision at your best prospects can improve sales, enhance brand awareness and quickly position your company as a market leader. But the question you must ask yourself is, "How can I allocate my marketing and design resources more efficiently to enhance our capabilities and stretch my budget?"

through good advertising

Good brings you expertise in many categories, including branding; strategic planning and consulting; market research and data management; eMessaging, radio, television and video production; sales promotion; public relations; trade shows; meeting and event planning; and much more, without your having to hire a single employee.

Best of all, you only pay for the services you need, when you need them.

Shedding unnecessary assets will allow you to streamline your business and focus on perfecting the products and services for which you went into business in the first place. A single monthly fee: Your negotiated monthly fee simplifies billing and payroll and eliminates your financial responsibility—both salary and insurance—to the creative staff you wish to outsource. It also connects you with the expanded creative capabilities of Good Advertising. Cost-efficiency: With Good you have access to professionals in advertising, marketing and creative services with their extensive knowledge and experience. It's as if they were your own employees but at a fraction of what it would cost if they were all on your own payroll. What's more, Good Advertising negotiates all vendor contracts to help you enhance your creative product while saving on your marketing department "spend."

flexibility/scalability

We can help you get results quickly and seamlessly, with a partnership that lowers your investment in assets, expands your capabilities and simplifies the way you "go to market." You know your creative strengths and weaknesses better than anyone. This kind of arrangement gives you the power to address your needs with the right mix of agency creative experience and in-house product knowledge. It's a better perspective on marketing, especially in this economy.

do something good today

Discover more about cost-effective, results-driven marketing solutions from Good Advertising.

good news

You can put our hard-won relationships with the media to work locally, regionally and globally to enhance your brand and ultimately increase your sales.

good marketing

Find out how our experienced marketing professionals can help you separate your business from the competition.

good events

Let Good plan and execute your event, while you focus on your customers.

good creative

At Good, we become an extension of the forward thinking that has made you successful.

good technology

We develop technology solutions that help drive sales, draw satisfied customers back to you and deliver more cash to your bottom line.

At Good Advertising, we have more than 20 years of experience working with clients all over the world—both traditionally and in relationships that transcend the boundaries of marketing and advertising.

Contact Good Advertising to learn more.

Dale Cox, CEO

dcox@goodadvertising.com

Michael Calhoun, Strategic Marketing

mcalhoun@goodadvertising.com

Telephone: 901.761.0741

Toll Free: 800.325.9857

good
Advertising