

**OUTmarketing**  
outsourcing de marketing em TI

In the current competitive market, companies search for innovative ways to invest in Marketing while dealing with cost and budget constraints, and market uncertainty.

How can you guarantee the execution of the Marketing Department's related tasks - from strategic planning to implementation - without overloading your company's structure and focus on what really matters to your business?

The answer is OUTmarketing. Your Marketing Department (or its extension) in an Outsourcing model.

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## WHO ARE WE

OUTMarketing is a Marketing Outsourcing Company specialized in the IT market.

OUTMarketing provides a complete set of services that covers from Marketing Plan definition to its implementation, throughout the different actions included and defined, according to each business specificity and budget.

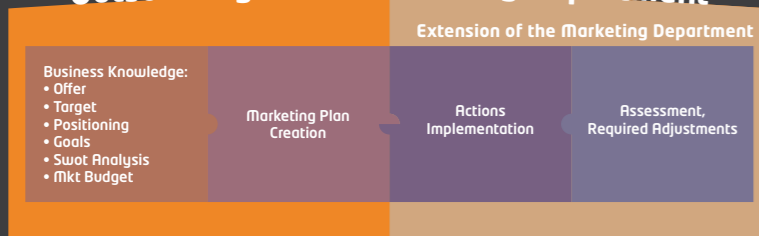
It can also become the extension of your Marketing Department, by offering services that are not developed internally and/or are made occasionally.

The 10 years experience and the recognized skills of the OUTMarketing founders as Marketing Managers at several IT Companies, are the basis for a successful partnership



Media Relations Corporate Communication Events Campaigns Design Marketing 2.0

### Outsourcing of the Marketing Department



Acting Model

**your marketing department.**  
in an outsourcing model.

## PACKAGES

With a cost-effective monthly fee, OUTMarketing presents three service level packages. Besides these offers, we can create a custom package to fit your company needs, by adding or removing Activities and/or quantities.

## TARGET

OUTMarketing services are recommended for:

- International companies that only have in our country technical or sales functions and need full Marketing support, according to Headquarter's guidelines, and adapted actions
- Small and Medium Businesses that believe on Marketing potential to develop their business, but don't want to overload the existent structure or HR costs
- Companies that are growing in national and international markets and want to begin their investment in Marketing
- Companies with a Marketing Department that need continuous support in some activities that are not developed internally
- Start-ups that need support to create corporate communication, image and design

## ACTIVITY

- Creation of the Marketing Plan and the annual budget jointly with the customer
- Single point contact for any Marketing related issue
- Monthly meetings and whenever necessary
- Creation / Translation Distribution of Press Releases
- Management of Interviews / Opinion Articles / Press Conf. / Press Kits
- Delivery of the Press File
- Point of contact with media, continuous relationship
- Creation and / or Updating of Social Networks
- Organization of External Events
- Organization of Internal Events
- Collaboration and involvement in any event sponsored by the Customer
- Creation/Translation of Success Stories
- Creation/Translation of 1 corporate Brochure per year
- Creation/Translation of 1 Corporate Powerpoint Presentation and its update throughout the year
- Creation/Translation of Technical Data Sheets (up to 4 pages each)
- Creation/Translation of Newsletters (online or printed)
- Development of Mkt Campaigns
- Creation/Adaptation of the corporate image to all marketing materials
- Creation/Adaptation of Ads (Printed Advertising)
- Creation/Adaptation of Banners (Online Advertising)
- Direct Insertion or delivery of contents for the corporate Website
- Suggestion and Follow-up of Merchandising/Gifts
- Management of Suppliers and presentation of 3 options to each case
- Management of Christmas Cards and Gifts

	INITIAL PACKAGE	STANDARD PACKAGE	PREMIUM PACKAGE
Creation of the Marketing Plan and the annual budget jointly with the customer	●	●	●
Single point contact for any Marketing related issue	●	●	●
Monthly meetings and whenever necessary	●	●	●
Creation / Translation Distribution of Press Releases	Up to 11 per year	Up to 22 per year	Unlimited
Management of Interviews / Opinion Articles / Press Conf. / Press Kits	○	●	●
Delivery of the Press File	●	●	●
Point of contact with media, continuous relationship	●	●	●
Creation and / or Updating of Social Networks	○	Up to 2x per week	Ilimitado
Organization of External Events	Up to 2 per year	Up to 3 per year	Up to 4 per year
Organization of Internal Events	●	●	●
Collaboration and involvement in any event sponsored by the Customer	○	Up to 2 per year	Up to 4 per year
Creation/Translation of Success Stories	○	Up to 2 per year	Up to 4 per year
Creation/Translation of 1 corporate Brochure per year	●	●	●
Creation/Translation of 1 Corporate Powerpoint Presentation and its update throughout the year	●	●	●
Creation/Translation of Technical Data Sheets (up to 4 pages each)	Up to 2 per year	Up to 4 per year	Up to 6 per year
Creation/Translation of Newsletters (online or printed)	Up to 4 per year	Up to 8 per year	Up to 11 per year
Development of Mkt Campaigns	Up to 2 per year	Up to 4 per year	Up to 6 per year
Creation/Adaptation of the corporate image to all marketing materials	●	●	●
Creation/Adaptation of Ads (Printed Advertising)	○	Up to 3 per year	Up to 6 per year
Creation/Adaptation of Banners (Online Advertising)	○	Up to 3 per year	Up to 6 per year
Direct Insertion or delivery of contents for the corporate Website	Up to 2x per month	Up to 4x per month	Up to 8x per month
Suggestion and Follow-up of Merchandising/Gifts	●	●	●
Management of Suppliers and presentation of 3 options to each case	●	●	●
Management of Christmas Cards and Gifts	●	●	●

## BENEFITS

- **Cost-Savings**, possible due to not being an overload to your company's structure, competitive cost of our service and careful selection of the suppliers chosen to work with, allowing an optimization of the Marketing budget.
- **Better Quality**, guaranteed by the know-how and the strong experience of our team in IT Companies' Marketing departments. We have a deep knowledge of the IT market, its language, offer and the the best strategies to approach it.
- **Higher Efficiency**, the centralization of all Marketing effort in a single company allows a better coordination of actions, a deeper knowledge of the customer and its target, a total involvement on its growth strategy, a complete adaption of all actions to its specific needs and the creation of a coherent image applied to all Marketing tools.
- **Faster Time-to-Market**, the typical learning curve of the company's Marketing and IT context does not exist. The results are visible faster.
- **A team at your service**, by subscribing our services you do not take advantage of a single person but a whole team of professionals specialized in each Marketing area, from design to events, press relations and contents creation for the different communication materials.