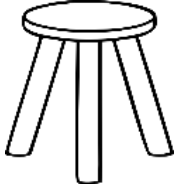


Outsource Marketing

Oakleaf Group, as part of its service offering, provides outsourced marketing services to clients. Whether for reduction of expenses, acquisition of particular skill and expertise, or to quickly and simply augment your staff, an outsource contract with Oakleaf Group can advance your company's growth strategies without the burden of recruiting, hiring, and retaining a full-time marketing department.



Why outsource marketing?



Every business is supported by 3 key components – Finance, Marketing, and Operations. Like the legs of a 3-legged stool, a business must have all three to function well.

Too often, especially in small business, marketing takes a back seat to Finance and Operations. Cost, inexperience, or lack of expertise – whatever the reason – your business's growth and success will be handicapped without Marketing.

Staff are expensive, and so is hiring good marketing employees. How then do you support and grow your business? The answer is outsourced marketing with Oakleaf Group – a team of experienced professionals with no high cost overhead.

How does Outsource Marketing work?

With Oakleaf as your marketing partner, you have the option of an ongoing outsourced relationship. For less than the cost of a salaried marketing professional, you will have access to a cross-functional team – one source for all your marketing needs. We'll approach your work in 3 Phases:

Research

Through internal analytics review and external markets research, we will assess your current market position, identify gaps and opportunities, evaluate your marketing efforts, and discuss your goals and capabilities. Marketing is all about data and objectivity...we'll look at what has been, what is, and what could be to support decisions you'll make in the Planning phase.

Planning

This is your road map. We'll start with a blank canvas, and, utilizing our Research findings, explore your goals from growth and opportunities for business success. Strategic plans, marketing plans, and innovation, and budgets to support it all will complete a road map that includes goals, tactics, resources, and time frames.

Action/Implementation

Where it all comes together. Planning can be fun but in order to make your dreams reality, you have to implement your plan. Too may fail at this point. Your Oakleaf team is here to make sure that doesn't happen. We'll guide your implementation, giving your plan the best chance to succeed.

It's time to give your business the marketing attention it needs and deserves. With Oakleaf Group as your partner, you can have that marketing department you've always wanted.

The Details:

Retainer Model:

Under this arrangement, Oakleaf will serve as your marketing department throughout the year. For instance, for an annual flat fee of \$75,000 you will have access to researchers, strategists, designers, content specialists, and customized strategy and marketing plans; a total of 500 hours of marketing experts at your fingertips.

A la Carte Model:

Not ready for a retained marketing department? No problem. Oakleaf offers a host of services from which you can choose to meet your current needs. Cost is project based. Service include:

- *Market Research & Analysis*
- *New Product/Service Development*
- *Communication Strategies*
- *Sales Strategies*
- *Brand Audits*
- *Graphic Design*
- *Package Design*
- *Video/Audio Production*
- *Web Development, Marketing, and SEO*
- *Business Planning*
- *Social Media Strategy & Management*
- *Advertising Strategy, Design & Placement*

Whether you ultimately choose the Retained Model or select from the a la carte menu, initial consultations are always complementary. We'll listen to your needs, suggest a course of action, and draft a proposal for your review and approval.



Rethink • Rebrand • **Grow**