

### Marketing Outsourcing



Timely and continuous tracking of market indicators and performing of suitable marketing activities are required to assure expected business profitability & products competitiveness, expected end user satisfaction level as well as branding and image positioning in the markets. This service provides the execution of several specialized marketing functions supported on a multidisciplinary and experienced working team, establishing a formal and well defined relationship as being part of your own organization. It

provides an integral in country marketing solution to implement business plans reducing fixed operational costs, because it is variable according the real utilization of resources required.

#### ACTIVITIES:

- **Market Intelligence:** Includes the modeling and segmentation of a market data base, customers & competitors as well as the process definition involved to maintain, update and manage it.
- **Corporate Marketing:** Considers diagnostic and analysis of today situation as well as the definition, development and build up of Marketing, Clienting and Branding strategies and plans to meet the corporate objectives.
- **Product Marketing:** Refers tasks related with new product launching, definition of marketing mix (4 P's) and competitive product analysis & positioning, including the lifetime product portfolio management.
- **Promotional & Communication Marketing:** Involves the definition and tracking of promotional strategies & plans, including advertising campaigns, news generation, press releases and public relations (PR) tasks as well as assessment of results.

#### BENEFITS:

- Establishment of formal long term relationship with variable cost based on quarterly requirements and specific needs.
- Partnership of in country multidisciplinary and experienced marketing team aligned with your corporate objectives.
- Periodical executive and impartial market report provides a powerful and complete tool to perceive and manage remotely the real situation of your business.