



**WHICH MARKETING
CAMPAIGNS
SHOULD YOU OUTSOURCE?**

**The types of marketing automation
campaigns you might consider
outsourcing fit broadly into**

FIVE TOP LEVEL CATEGORIES

**While not an exhaustive list,
these are the most common
categories, focussed on those
that would bring you the
highest value if outsourced.**



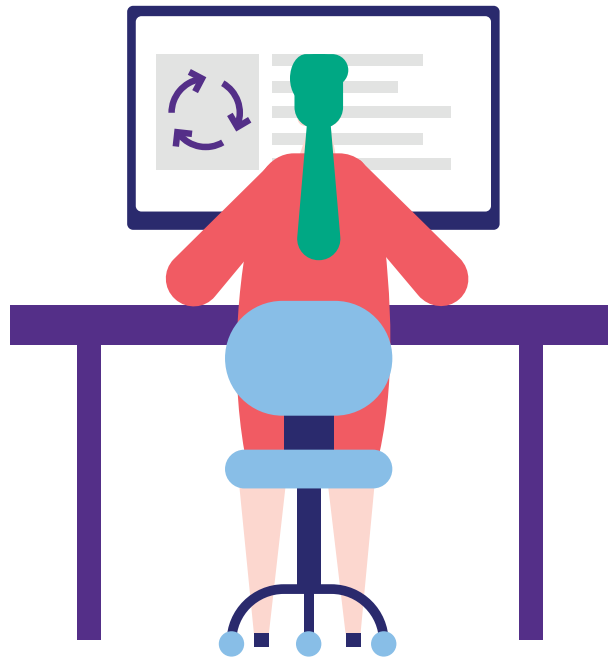
#1



OUTSOURCE THE MOST ADVANCED CAMPAIGNS

These are the campaigns that require advanced skills you don't have in-house. Or when you do have those skills in-house, prioritising these kinds of campaigns can tie up resources you could better deploy elsewhere.

#2



THE MOST MANUAL CAMPAIGNS

In most fast paced Marketing Automation environments, there exists backbone campaigns that require running on a regular basis, albeit with variations each time.

Some of these are impossible to automate, often for reasons of variable data availability, or it could simply be that time has not been found to dedicate to the automation setup.

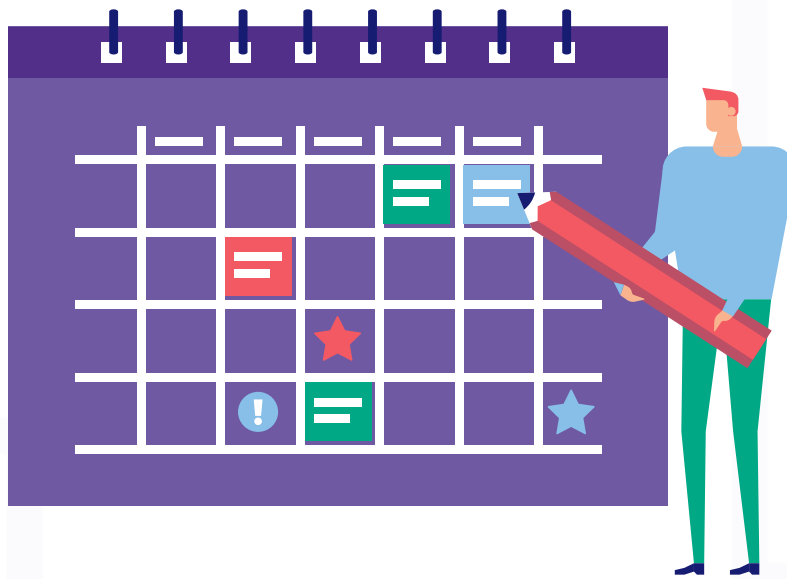
#3



THE MOST TIME-CONSUMING CAMPAIGNS

Which campaigns are consuming the most time from your team? Developing campaigns that are accurate, to specification, generate ROI and are most of all qualitatively correct is a time intensive endeavour. This is time that your team are not spending on areas of operation that you may well consider more important, but less urgent.

#4



THE MOST OUT OF DATE CAMPAIGNS

Often campaigns in this category have not been looked at for a long time, perhaps years, simply because they have never been the priority.

Outsourcing in this category allows for a fresh pair of eyes to design a ground-up rebuild that meets the modern needs of your business with greater precision and understanding than your developers had at the time of the original build.

#5



THE SLOWEST CAMPAIGNS

In this category are the campaigns in your workspace that are in most dire need of optimisation. Your business and its data is constantly changing and the solution that may have been perfectly acceptable two years ago may not stand up to modern needs.

A best practice approach to campaigns like this transitions the sub-optimal back to the optimal, freeing up system resource, shortening digital comms sending windows and improving your marketing stacks overall performance. If a campaign can be re-engineered to run in 30 minutes as opposed to six hours, can you afford not to outsource it for rebuild?



Purple Square CX's managed services include Campaign Delivery which frees our clients to focus on strategy, knowing their campaigns are being expertly managed. Backed up with over 300 years of collective Marketing Automation experience, our team becomes an extension of yours.

**Ready to outsource some of
your marketing campaigns?**

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