

# External Marketing Strategies

## External Marketing

With external marketing, the primary goal is growth through acquiring new patients. This means your marketing materials, including your messaging, branding, and in-person interactions are all geared towards earning new business. Because of this, external marketing will be more polished and will present the reasons why prospects should choose your practice over your competitors. External marketing starts with cold leads that eventually become warm and lead to conversions, so any external marketing materials will need to be attention-grabbing.

Simply put, [external marketing](#) is promoting your brand's identity, products, and services outside of your brand's physical confines.

## Advantages of external marketing

There is an increasingly widespread trend among companies that consists of outsourcing marketing tasks to take advantage of a series of advantages:

### 1. Improved profitability

The contracting of external services **usually generates a lower cost for our company**, since it allows paying only for the services that are really required and only when they are necessary.

Therefore, this option is usually more cost-effective than having a permanent marketing professional on staff.

### 2. Saving resources

Normally, when outsourcing marketing tasks, you work with a closed budget. An option that is almost always very economically advantageous, since it is known in advance how much the service will finally cost us, and it saves a lot in extra costs and, sometimes, unexpected, or difficult to calculate, such as:

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- Labor costs: salary, social security, vacations, sick leave...
- Training needs for employees so that they are up to date with marketing techniques (whereas, with outsourcing, expertise is already achieved).
- Expenses derived from the workspace.
- Investment in materials, equipment, infrastructure...

A particularly important aspect is that, currently, digital marketing requires specific tools that require a significant technological investment.

Most digital marketing agencies already have these tools and platforms, and include them in the price of the service, so the companies that hire them do not need to invest money in licenses, which can be quite expensive.

### 3. Experience and know-how

External marketing agencies or professionals do not work only for us, but rather for a wide portfolio of clients and sectors, so they have much more knowledge and experience acquired, which they take advantage of in all their projects.

Marketing agencies draw on their own knowledge and the experience they acquire from other clients to provide us with added value: different points of view, greater knowledge of tools and better recommendations thanks to the previous experience they acquire from their other clients.

### 4. Speed

Another advantage of external agencies is that being totally focused on marketing, they detect and interpret market situations faster and more efficiently, such as changes, trends, errors, new technologies... The advantage of this is that they can put an action plan in place and adapt much sooner.

By having more clients, they need to know the market in which they operate very well and be very up to date with digital marketing techniques. This makes your adaptation to change much faster than an internal marketing profile.

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## 5. Flexibility

Thanks to the speed and experience that we mentioned in previous sections, external marketing agencies have the possibility of being more flexible and adapting to changes more easily, without this implying an increase in costs.

## 6. Training and innovation

When marketing talent comes from within a company, it must be the company itself that trains the workers and ensures that these professionals are up to date in the sector and are aware of the new tools and trends.

On the other hand, in an external agency its professionals are continuously training and learning to take advantage of this knowledge in all their clients. In this way, we can take advantage of these lessons without assuming the cost of these trainings.

## 7. New perspectives

Related to the experience and know-how of external agencies, when a campaign does not work or we do not achieve the desired results, the agencies are faster looking for and finding solutions, since they have a staff of professional experts in digital marketing and a portfolio of clients from which they can obtain very useful learning.

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### Create a brand book.

A company brand book is one of the most useful pieces of media to have when it comes to external communications. For instance, if a lead wishes to learn more about a company and what it stands for, they can look through the brand book to gain valuable insights. The style guide within an effective brand book would let a business showcase how it wants to be presented to others, as well as indicate to internal employees how the company should communicate to get a consistent message across. An excellent brand book sets the standard and tone for a company, allowing creatives and interested parties to create on-brand content for external communication purposes.

### Publish press releases.

Another useful external communication strategy is to create and publish press releases. Press releases are a fantastic way to inform the public or target audiences about the latest company news and updates, as well as innovations that could have an impact on an industry. When creating press releases, ensure that the content is newsworthy. Effective written outreach in this format requires the expertise of content writers and creative individuals who can produce engaging material such as infographics and videos. For business executives who wish to open to the public press, they can offer interview opportunities within the press release as well.

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## Social Media

Investing in social media is another external communication strategy that can take a business to the next level. Think of platforms such as Facebook, Twitter, and Instagram. These websites allow a company to engage with its audience, as well as establish relationships with them. Important company updates can be posted on social media as well, keeping the audience informed and educated about the latest policy updates, products, and services. In addition, by analyzing social media metrics, a company can gain valuable information about what its audience is most interested in when it comes to external communications. In turn, these insights can improve future online marketing campaigns.

## Attend live events and conferences.

Going to live events such as conferences and expos is a great way to enlarge a company's external communication game. This is because such events offer a wide range of networking opportunities. Live events allow individuals to network with others face-to-face, resulting in better professional relationships by virtue of getting to know the person behind a business idea.

## Benefits

**Focus on the objectives and needs of the company:** Marketing specialists will design a unique marketing plan for the company that can increase its profits and enhancing its brand.

**React accurately and quickly to changes:** the world of digital marketing is constantly expanding and changing; therefore, it is necessary to have and master the most innovative technological tools in order not to be left behind.

**Zero cost in training and technological innovation:** by having an external specialized marketing team, the company does not spend on training its staff or on the acquisition of new tools to carry out its strategic plans.

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**Team flexibility with continuous new inputs:** The external marketing department will always have the best talent and the best inputs without the company having any management responsibility.

**Savings:** it is not necessary to maintain a department constantly, only when there are active projects. The client pays for the services that he needs based on his objectives, shortcomings and strengths, thus focusing on his main activity and leaving very specific aspects in the hands of experts.

**The impact on the organization is reduced:** the results are faster; the risks are reduced, and the company has a greater capacity to absorb the marketing strategies that are designed.

**Physical space in the company:** although it may seem like a minor advantage, in small and medium-sized companies, the fact of having a department outside the company is an important relief for the workforce.

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