

# Marketing Partner Program

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**Areca**  
Marketing, LLC



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## INTRODUCTION

**Areca Marketing, LLC** builds brands and develops marketing that stays on point. We forge strong statements for innovative clients who want engaging and effective design to drive their business. By having **Areca Marketing, LLC** develop your marketing needs, it ensures consistency in your brand. We bring smart solutions and personal attention to clients who understand that design matters.

Based in the Susquehanna Valley, **Areca Marketing LLC** is a full-service marketing firm with the flexibility to work with large companies, small businesses, or individual clients. We create new branding strategies and refine existing ones. We can design a simple brochure or develop an extensive marketing campaign, take you online with a small website or build a complex online marketplace.



## OVERVIEW OF OUR MP PROGRAM (Marketing Partner Program)

Marketing is simple, right?

Everyone knows what you need to do: Launch a website and set up a Facebook page and Twitter account. Perhaps you assign someone the task of maintaining a corporate blog with the goal of posting several times per week. You create a strategy, an agenda and an editorial calendar. Then, you sit back and wait for your plan to take hold and gain attention, traction and a countless number of clients.

But, sometimes not everything goes as planned. Maybe you hit a plateau of Facebook likes or you realized you're not quite sure what to post on Twitter. Perhaps you have a sneaking suspicion that no one is reading your blog posts. Slowly, your enthusiasm and interest in your marketing plan dwindles and it's clear that there is no proven return on investment of your time and resources. You're not sure anyone is hearing your message and you don't know how to track your campaigns.

Placing your marketing in the hands of experts with the know-how to execute tailored plans is just one reason to consider outsourcing your advertising and branding goals. Outsourcing saves you time and it saves you money, but it also ensures that your message will be heard.



## MP PROGRAM BENEFITS

### Reduced Overhead

There's no need to hire additional personnel when you choose to outsource your marketing. Not only will you save \$50k+ in salary and benefits – depending on your location – but you can also avoid or reduce costs spent on office space, overhead and hardware.

### Increased Time Management

Even if you have your own marketing department, outsourcing at least some of your marketing spend will free up your in-house personnel to focus on strategy instead of "busy work." Your team will have the ability to play to their strengths and focus on branding deliverables as well as the business's core focus.

### Impartial View

Sometimes it's hard to separate yourself from your marketing plan. Of course you believe in your product and service – if you didn't, why would you be in business? By outsourcing your marketing you will have a fresh set of eyes on what you truly have to offer and, conversely, what it is that your clients and/or customers need and want. Outsourced marketing agencies identify and deploy depending upon the company's goals and its budget alone without being bogged down by a clouded vision.

### Professional Creative Services

Your staff can't do it all. Perhaps they excel at email marketing, but their skillset is not up to par in SEO or PPC. Outsourcing allows you to be more agile on complex projects that require acute understanding on numerous components of the marketing plan. While you might not be able to hire in-house for the functions that you need, outsourcing allows for the ability to enjoy new, innovative and creative ideas and energy at half the cost.

### A Fresh Perspective

This leads to the last benefit of outsourcing: A fresh perspective that is not influenced or handcuffed by an established company culture. It might not be for lack of dedication or ability, or even resources, but perhaps your team may not be able to see the forest for the trees. Oftentimes marketers become too involved with their functions that they forget or are unable to take a step back and analyze their strategies from the customer's perspective. An outsourcing team often provides the fresh, objective perspective that is so hard to maintain.



## MP PROGRAM BENEFITS cont.

### Cost Savings

There is no doubt that outsourcing the services of a virtual marketing team is more cost effective, rather than maintaining an in house marketing team. Nowadays, businesses are trying as much as possible to trim the cost of operations, especially on marketing so they rake in more revenue. As such, virtual marketers are highly affordable, especially for a start up business that is struggling to compete with big businesses in the industry. Even for the large businesses, virtual marketers are always a better option in terms of saving costs and effectiveness.

### Continued Learning

Since a virtual marketer spends a lot of time on the internet, they are able to keep abreast with changes in the marketing field. If you take advantage of the experience they have cultivated in marketing arena, plus their continued learning, there is no doubt that this will lift your business to the next level.

### Availability

Even though most small businesses are yet to realize the benefits that come with a Virtual Marketing Department, they hire their services for both long and short-range projects. However, with a dedicated marketing team, you are able to take advantage of a large pool of professional marketers who might not otherwise be present for businesses. Since these are professionals, you can trust with your business marketing, you get more time at your disposal to deal with other more important aspects of your business.

### One-Stop Source

Do you know who to call when you need Corporate Apparel? Graphic Design services? Who's the best printer for your job?

With our MP Program, you get all of our best resources to save you time and money!



## CONCLUSION

*Do you have marketing goals and no one to implement them?*

*Are you tired of having to select and manage costly web developers, graphic designers and printers to get your marketing projects completed?*

*Have you considered hiring a full-time marketing staff person, but can't find the right candidate with the skills you need at a price you can afford?*

*Or perhaps you have a Marketing Department that can use some additional help?*

*Are you focused on your business operations and have little time to plan and implement effective marketing programs?*

*Are you ready to accelerate your company's growth?*

**Areca Marketing, LLC** partners with small businesses to plan and implement effective marketing programs. We not only help businesses increase customers and revenues, we actually save them money.

Let us become your...

## MARKETING PARTNER

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