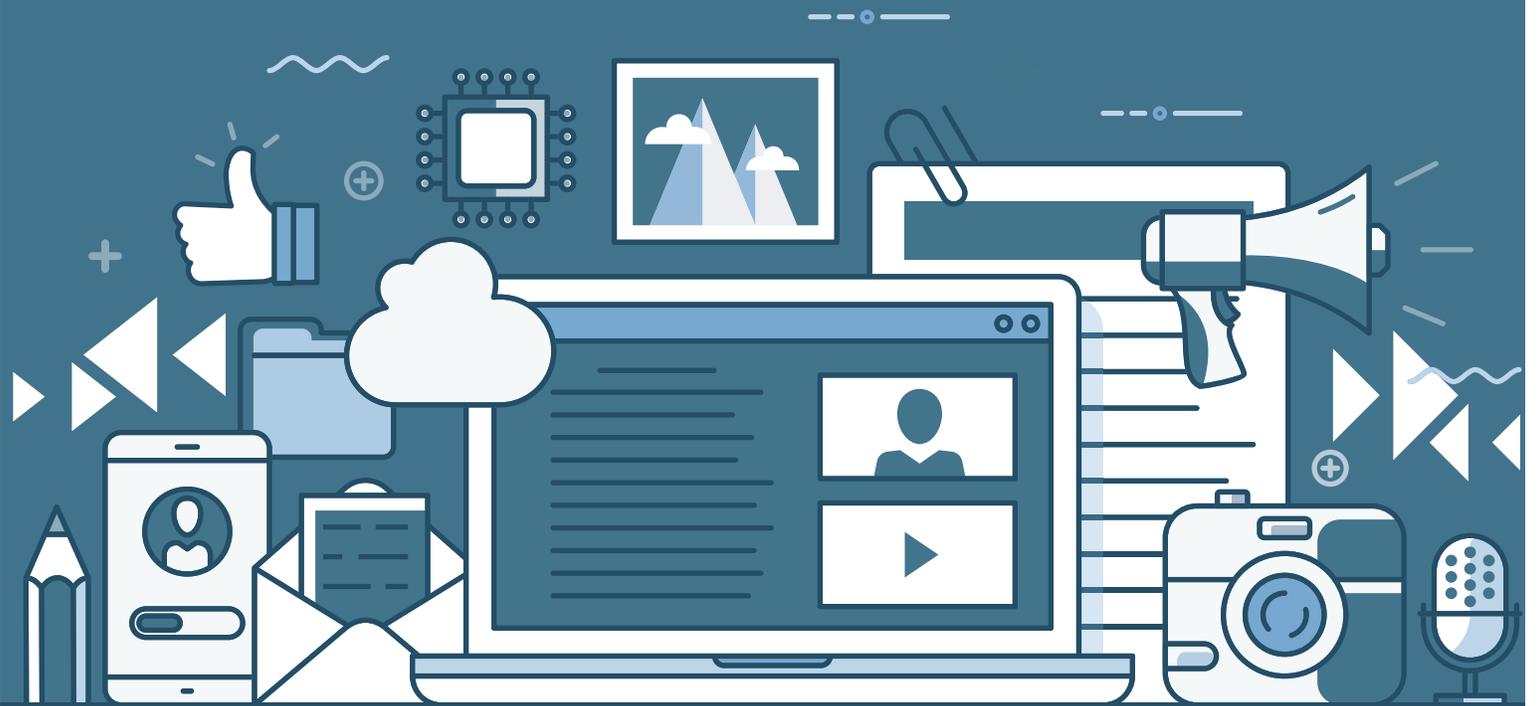


WHAT IS

Outsourced Marketing



What is Outsourced Marketing?

The Outsourced Marketing Department subscription from RSM Marketing provides the subscriber with access to a comprehensive team of marketing specialists to complete nearly any marketing need. This service is delivered at a cost that is 30% less than the costs of employing an in-house team, providing ongoing training, purchasing equipment and software.

The subscription is set to a specific number of hours that can be applied to the full range of needs including marketing strategy, planning, project management, video production, photography, radio production, print design and production, website design and development, SEO, online marketing, social media management, content marketing, text marketing and much more.

What motivates companies to outsource their marketing department?

There are a few key reasons companies choose to outsource their marketing department.

- a. Their method of doing marketing themselves 'when they have time' has led to nothing actually getting done.
- b. Their 'I can do it all' marketing person is overwhelmed and falling behind.
- c. They are considering the costs and complexities of hiring, equipping and managing more marketing employees.
- d. They have been relying on a 'marketing unicorn' employee who can 'figure out how to get anything done.' But this 'jack of all trades/master of none' approach has led to mediocre results.

What services are included in the subscription?

Your subscription can include any service offered by our team of marketing experts. This includes Video production, editing, photography, graphic design, web design, custom programming, social media management, online advertising, PR, media planning/buying, marketing strategy, campaign management and reporting.

What happens if I need more hours than my subscription includes in a month?

If work planned within a single month is estimated to exceed the hours subscribed, your RSM Marketing Director will point this out in advance and discuss your options to shift some work back to the following month or provide an estimate for the cost of the additional hours to complete the work in the current subscription month. Additional hours are billed at a 25% discount for subscription clients.

Some clients clearly will have significant amounts of work 'front-loaded' in the first few months of the engagement which will then drop back to a lower ongoing level. This is common for clients who have web and video projects up front. In this instance, these large one-time projects can be billed separate from the subscription. If they are included in the subscription and the number of hours will be significantly higher in the first few months, RSM may require a 12-month commitment to the subscription.

Can I cancel my subscription?

You can cancel your subscription at any time, but you are responsible for paying for any time you have used in addition to your subscription at the time of cancellation.

Will I get a dedicated team?

You will be assigned a Marketing Director who will meet with you on a regular schedule (usually this is weekly or bi-weekly). Your Marketing Director will quickly develop an understanding of your business that enables them to recommend plans and tactics aimed at achieving your goals. Your Marketing Director will involve other RSM team members as needed and may also bring those team members into client meetings when warranted. As such, your Marketing Director is putting together a constantly evolving team of experts to meet just the needs you have at that moment. No more, no less.

How do you choose my Marketing Director?

Our team has a wide variety of tactical experience, industry experience and personalities. We select your recommended Marketing lead based on your industry, your likely tactics, your strategic challenge and your working style. We know that finding the best fit for you has a big impact on your success.

Are there services not included in the subscription?

A subscription can include services and products provided by RSM and it's operating teams for video/photography, aerial drone video/photography, website development, consumer research and the popular 360Wichita.com online platform. The subscription can also include a budgeted amount for ongoing monthly media costs such as online display ads, paid search (AdWords) and boosted social posts.

What is the minimum subscription?

The minimum subscription is \$1,500 per month, although the average subscription is \$3,800 per month.

What is an example of a typical scope of work?

A subscription often includes marketing strategy and planning, project management, website design and updates, product/service videos and photography, social media management, online marketing management, email marketing, copywriting and design of printed materials.

How often do I meet with the team?

We prefer to have a regular meeting scheduled weekly or bi-weekly to keep up with the needs of your business. Project management happens in real-time using cloud based systems to keep you updated in real time with project status and next steps. Meeting time is generally best spent discussing upcoming business needs and collaborative planning.

Why not just pay as I need services instead of committing to a subscription?

The subscription model enables RSM to provide services at a rate that is 40% below standard rates. The subscription also enables RSM to provide a consistent team that is familiar with your company, brand, products, services and goals. Lastly, having a subscription means that RSM has the ability to provide resources on-demand for quick responses to take advantage of marketing and sales opportunities.