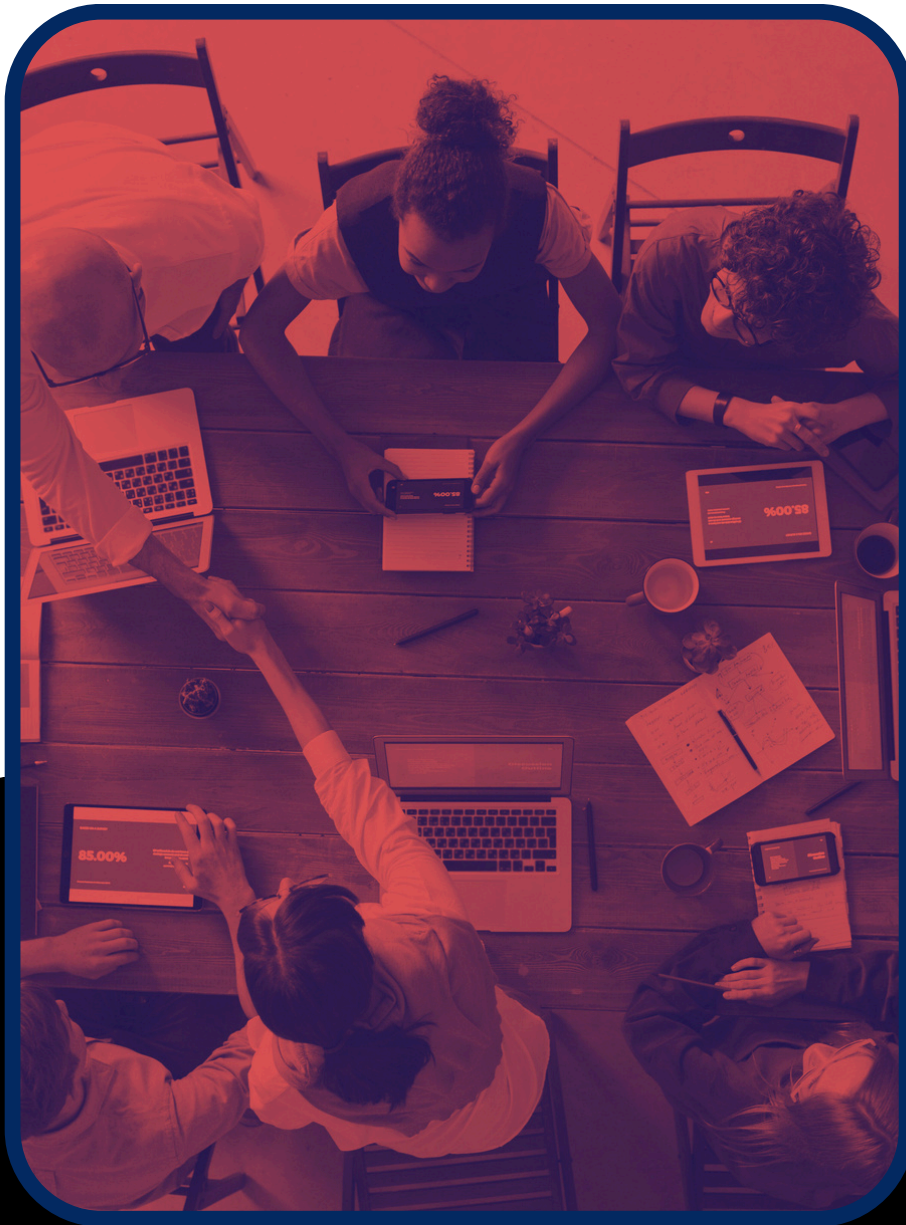


# The Marketing Bloke



## Why Agencies Turn to Outsourced Marketing Expertise

## ***Unlock capacity, strengthen delivery, and gain senior insight – without adding headcount.***

For agencies, demand often ebbs and flows. An outsourced marketing consultant provides on-demand expertise and execution when you need to deliver more for your clients—without the cost or commitment of a permanent hire. It's a flexible, cost-effective way to enhance your team's capabilities, strengthen client outcomes, and free up your in-house resource for what they do best

### **1. Cost-Effective Access to Senior Expertise**

Hiring a full-time senior marketer or expanding your permanent team is a major investment. By using outsourced support, agencies gain access to years of client-side and agency-side experience on a part-time or project basis. It means you can confidently resource projects at pace—without overheads, recruitment delays, or long-term risk.

**COMPANIES THAT OUTSOURCE MARKETING SAVE AN AVERAGE OF 30-50% COMPARED TO BUILDING AN IN-HOUSE TEAM. -**

Outsource Accelerator, 2023

### **2. Strategic Thinking, Beyond Day-to-Day Delivery**

Agencies are experts in creativity and campaign execution, but client needs often demand a broader view. An outsourced consultant brings strategic oversight—helping align marketing activity to business outcomes, creating measurable plans, and ensuring ROI is front and centre. This complements your existing skills without duplicating them, strengthening your position with clients.

**COMPANIES WITH A DOCUMENTED MARKETING STRATEGY ARE 313% MORE LIKELY TO REPORT SUCCESS.**

CoSchedule,

### **3. Flexible Support for Peaks and Troughs**

Agency workloads can fluctuate with new client wins, seasonal campaigns, or shifting budgets. Outsourced consultancy gives you scalable support: someone who can step in during high-pressure periods and step back when things quieten down. This ensures you can consistently deliver for your clients—without stretching your team too thin.

#### 4. Immediate Impact, No Learning Curve

Bringing in junior staff or freelancers can require training and onboarding. An experienced outsourced consultant hits the ground running, drawing on proven frameworks, tools, and real-world knowledge. That means faster results and less time spent hand-holding—allowing your agency to focus on client relationships and creative output.

#### 5. Independent Perspective, Aligned to You

Sometimes, having an external partner brings a fresh set of eyes. As a non-competing collaborator, I can help identify gaps, refine messaging, or uncover new opportunities that strengthen your client offering. My focus is simple: helping your agency succeed by delivering better outcomes for your clients.

#### IDEAL FOR MARKETING AGENCIES WHO NEED:

- Extra capacity during busy periods
- Strategic input without long-term overheads
- A flexible partner who strengthens client delivery
- Senior-level support that complements your services

#### Ready to Strengthen Your Agency's Delivery?

I work with agencies as a trusted, outsourced partner—bringing marketing leadership, creative execution, and campaign support when you need it most. Whether you're pitching for new business, managing a client surge, or simply need an extra pair of experienced hands, I can help your agency deliver with confidence.



**LET'S TALK ABOUT HOW I CAN SUPPORT YOUR NEXT PROJECT.**



**Boost Your Agency Talent Without The Overhead  
Call me today on 0191 468 3458**