

# How Long Does It Take To Get Results?

*With outsourced marketing management there are 3 stages to successful marketing:*

## Stage 1

Working out who we are talking to and what we need to say.

This typically involves us doing some research and spending some time with the client to understand the business, the customers and how the brand should be positioned.

*Timing: 3-4 weeks*

## Stage 2

Working out the best way to market the business.

Following on from stage 1 we then spend some time investigating the various marketing tactics, understanding the costs involved and recommending which one's we should focus on based on the clients resources.

*Timing: 1-2 weeks*

## Stage 3

Implementing the tactics.

This is where how fast we get things done often depends quite a bit on the client.

Getting approval of different marketing materials and expenditure can determine how quickly you start to results.

*Timing: 2-3 months*

Typically clients can expect to start seeing results from their new marketing approach six months from engaging a marketing consultant.

As an alternative to undergoing research as part of engaging a consultant you can combine stages 1 and 2 by undergoing a 1/2 day marketing strategy brainstorm with a consultant which could see you getting results three months from engaging a marketing consultant.