



the progressive business group

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Outsourcing – Is it the Right Approach For Your Firm?

Understandably, profit margins and cash flow issues are key to a successful business and managers are taking a harder line regarding their overheads and expenses. However, it is when times are tough that marketing is more important than ever.

TPBG are regularly being used as an outsourcing function and a couple of examples of how and why are detailed below:

- Our client was “between” managers and they needed to ensure that the function continued while the recruitment process was undertaken.
- Our client used TPBG’s services as a trial before recruiting their first-ever marketing manager, this also significantly reduced the start-up time for implementing the department.
- Many of our clients use TPBG to deliver specific projects when it is not cost effective to recruit or use a permanent member of staff. In these cases often the results are wanted quickly.