

You Don't Need a Marketing Consultant *

When it comes to Marketing and Advertising you have many options as a business owner. You could handle it yourself, with the idea that no one understands your business quite the way you do. You could hire a Marketing Manager, maybe some young guy from an art school or a seasoned veteran who has his own book for sale on Amazon. You might also be considering assigning tasks and projects to various members of your current staff, thinking that marketing and advertising shouldn't be too hard for such a smart group of loyal employees.

Let me ask you this... When your business needs plumbing work do you do it yourself? Do you add a full-time plumber to your staff? Have you ever considered making one of your programmers handle the plumbing? No, you call a professional plumber – an expert in nothing other than what's clogging your break-room sink.

When it comes to Marketing and Advertising... call an expert!

A Marketing and Advertising consultant offers an objective view, a fresh set of eyes void of internal politics. You and your team need to stay focused on what you do best – running your business and building your product.

When you or your employees start taking on marketing tasks yourself, then attention is taken from your other responsibilities. Focus is lost, demand is increased, and things start falling through the cracks. Consultants are dedicated to one specific part of your business. Their focus is committed, and they allow you to keep yours where it should be. A good marketing consultant lives and breathes what he does and concedes failure when he hasn't helped increase sales.

How much is Brad really costing you?

Attracting and keeping good talent is expensive. Medical, Dental, 401(k), Worker's Compensation, Vacation pay – not to mention the cost of equipment, perks, office space... and we haven't even mentioned salary yet! Before you know it, a marketing employee is costing you more than you can afford. Consider the alternative of a consultant who is paid hourly and only works when you need him. Consider PolyBase Marketing – an Atlanta based group of online marketing and advertising experts.

Let's talk about how we can help.



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Outsourced Advertising Operations | Social Media Management | Google Apps Implementation
Google AdWords & AdSense Management | Complete E-Mail Marketing and List Management services
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* Still believe this? Let's talk... 678-223-3326