



Kim Naish, Co-Founder, The Outsourced Marketing Agency

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February 20, 2024

# the outsourced marketing agency

## Maximize Your Marketing Potential

**Our Values:** Honesty, transparency, and accountability. We strive to build long-term relationships with our clients based on trust and mutual respect. We take pride in our work and are committed to delivering the best possible results for our clients.

**Our Expertise:** Our team of experienced marketing gurus with deep marketing expertise can help you reach your organizational objectives by developing a strategic plan and recommending media channels/vehicles that are on strategy.

**Our Process:** We take a data-driven approach to marketing, using analytics and insights to inform our strategies and media choices. We continuously monitor and optimize our campaigns to ensure that our clients get the best possible results.



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## Our Method

**We Develop a Marketing Plan** Our first step is understanding the objectives of your organization and recommending marketing strategy and channels/vehicles that help you hit those goals. We are able to develop marketing plans for specific projects / launches or for the year.

**We Create Interest** Next we help you create early interest in the marketplace for your new product, announcement, promotion etc. by introducing it on your marketing channels and communications.

**We Generate Demand** To help your organization generate demand we recommend strategic digital marketing advertising (Google ads, Meta ads, LinkedIn ads etc.) To generate more demand, we recommend and write copy for email campaigns to your audiences at all stages of the buying cycle.

**We Build Brand** We help you build your brand by recommending, writing content and executing advertising (digital and traditional), email campaigns, events, public relations, blogs, etc.. We also help your organization ensure brand consistency across all channels/ vehicles.

**We Track Your Progress** Whether you are launching a new product/service/program or making an announcement we create a spreadsheet and include/track all deliverables.

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## We Track Your Progress

<u>Deliverable</u>	<u>Status</u>	<u>Date Complete</u>
<b>Internal Marketing Communications</b>	sales meeting, sales collateral	01-Jan
<b>External Marketing and Communications</b>		
istock images	Purchased, encorp in web, Overview doc and u	01-Dec
<b>Website (create new one or update existing)</b>	Live	01-Dec
	Fix Services section	
Set up tiny url	n/a	not needed
Staff photos	Take photo of owner, post to site, consider ph	01-Jan
<b>Logo Development</b>	Done for 29 on wix.com	15-Dec
<b>Email Campaign</b>		
Set email campaign in mailchimp	Add list to mailchimp of all opted in contacts	10-Jan
List segmentation: non-clients, clients		
<b>Collateral/Documents</b>	In development, post to website	01-Jan
Create Overview PPT		
<b>Social Media</b>		
Update Linked in (k done, JH use same image, Announce first wk Jan)		02-Jan
Create Company pg on Linked in (image has to be 300 x 300)		Done
Monitor Company pg weekly		01-Jan
<b>Digital Advertising</b>	Purchase linked in ads Jan	01-Feb
LinkedIn ads	purchase,	01-Feb
Google ads		
<b>Blog</b>	Draft blog, add to website	01-Jan
<b>Events</b>	Consider events	01-Mar
<b>PR</b>	Consider pr	01-Mar
<b>Traditional Advertising</b>	Consider print, radio, outdoor advert	01-Mar

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## **We Track Your Results**



We track and monitor all of the activities/ channels/ vehicles that we recommend.



## Our Services

**Development of Marketing Plan:** We work with your organization to understand your objectives and recommend marketing strategy and channels/vehicles within your budget to hit those goals. We develop marketing plans for project/launches or for the year.

**Brand Building:** We recommend a marketing strategy to develop your brand.

**Content Creation:** We recommend and help create blogs, case studies etc.

**Advertising (Digital):** We execute Meta ads, LinkedIn ads, Google ads, Instagram ads.

**Advertising(Traditional) :** We recommend/ manage print/radio/outdoor advertising.

**Email Campaigns:** We recommend email strategy, write content and execute emails to your targeted audiences for all stages of the buying cycle. We also manage audience lists.

**Events:** We recommend and manage events to make announcements and build awareness.

**Public Relations (PR):** We recommend PR if your announcement is newsworthy.



**Kim Naish:** Co-Founder, The Outsourced Marketing Agency. Kim possesses a bachelor's of commerce from McGill University, an MBA from York University and a Certified Advertising Agency Practitioner certification (CAAP) from the Institute of Canadian Advertising. Kim has over 20 years of experience across traditional and digital media channels and has built strategic marketing plans and executed channels/vehicles for FedEx, Cisco, softchoice, CFO Leadership Council, Flags Unlimited, Toronto Pain Clinic and Beautycounter.



**Jennifer Hinder:** Co-Founder, The Outsourced Marketing Agency. Jennifer possesses a bachelor's degree from Queens, her CAAP designation from the Institute of Canadian Advertising and attended the BTW Program at the University of Toronto, Rotman School of Business. Jennifer has extensive experience driving strategy and building brands across channels for a wide range of clients. She also has account management experience at top agencies and senior strategic marketing roles for the following companies: Liquor Control Board of Ontario (LCBO), Indigo, TC Transcontinental Media and Credsy.



**Heather Lingard** Account Director, The Outsourced Marketing Agency. Heather graduated with a Bachelor of Public Relations from Mount Saint Vincent University and is an experienced communications manager with a background of working in both technology and consumer goods industries. Heather has driven communications strategy, media relations, corporate sponsorship and media training programs while working at Citigate Cunningham, Cheil Communications and Aon Hewitt and has worked with clients including Apple, Intel, IBM, Fast Company Magazine and Samsung.



**Monique Hourd:** Senior Account Manager, The Outsourced Marketing Agency. Monique has an undergraduate degree from Carlton University and a BAA Multi-Media from Toronto Metropolitan University. Monique was an account manager with top brands such as Canadian Living, Style at Home, and Elle Canada and held the title of Account Director at Reader's Digest. Monique has 20+ years of experience driving growth, managing accounts, managing events, and executing media.

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## Our Team Experience



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TORONTO  
PAIN CLINIC

## Case Study: Susan

A patient by the name of Susan visited The Toronto Diagnostic Centre and The Toronto Pain Clinic in an effort to ease a deep-rooted pain.

Susan lives in Scarborough, and found our clinic location and our services offered had what she needed. Susan was looking for a diagnostics and pain treatment facility in the Scarborough area. She involved her family doctor, who made a referral to our facility.

Susan suffers with peripheral neuropathy which is a condition that causes damage to the nerves located outside the brain and spinal column. Patients with this condition often suffer with symptoms of pain, weakness or numbness in feet and/or hands. The underlying reason for a patient developing peripheral neuropathy can be from inheriting diseases (ie. diabetes), being exposed to toxins, experiencing traumatic injuries and other factors.

When Susan came to our facility, she had been experiencing a pain flare-up for almost a month. Initially, Susan visited The Toronto Diagnostic Centre to get x-rays of the affected area. Although the process was painful to examine those injured areas, she knew that her results would help her on her mission to being without pain.

For her second visit to our facility, Susan was experiencing deep pain symptoms in numerous areas of her body, including her back, her foot and the front of her thigh. Susan visited a doctor at The Toronto Pain Clinic to help minimize and ease her pain.

Often with patients suffering from pain flare-ups caused by peripheral neuropathy, treatment centres like ours can administer nerve blocks. Nerve blocks are injections of pain relieving or anti-inflammatory medications used to block pain from a specific set of nerves. The injections are guided by ultrasound or fluoroscopy to ensure accuracy and precision.

Additional injections offered at The Toronto Pain Clinic to help ease swelling and pain are botox injections (getting a botox injection triggers chemical denervation at the nerve endings and thereby blocks nerve pain) and proliferative injections (getting an irritant injection inserted into joints and the patient's natural instinct is to strengthen and heal these sources of pain).

Another popular treatment pain clinics like ours offers to patients with chronic pain and pain flare-ups is administering platelet rich plasma therapy. This therapy encompasses extracting blood from the patient, and then processing the blood to extract platelet rich plasma which is then reintroduced at the patient's source of pain. Platelets contain reservoirs of several enzymes, growth factors and bioactive compounds that assist with tissue repair and wound healing. By extracting, isolating, and then reintroducing this plasma to a weakened or distressed area, the treatment aids in tissue repair and regeneration for the patient.

The last option that sometimes works best for a patient is to combine massage therapy, physiotherapy and to taking an anti-inflammatory medicine to reduce the pain and swelling symptoms. After considering options above, Susan and the doctor determined the latter treatment was the ideal solution for her. Susan will be initiating this treatment plan and will be coming back to see the doctor in four weeks to evaluate treatment plan effectiveness and next steps.

1261 Kennedy Rd, Unit #3, Scarborough, ON M1P 2L4  
Toronto Pain Clinic: (416) 288-1112  
Toronto Diagnostic Centre: (416) 288-1114

[www.torontopainclinics.com](http://www.torontopainclinics.com) [www.torontodiagnosticcentre.com](http://www.torontodiagnosticcentre.com)

5/17/24



## Never Been a Better Time to Show Solidarity and Patriotism!

We are starting to collectively emerge from the COVID-19 health crisis that has gripped us for months. Now more than ever, Canadians want to show solidarity to health care workers, those on the front-line, and all Canadians who did their part – to get us through.

As Canada's largest flag-maker, Flags Unlimited wants to support in the following ways:

- For each [Duraknit Canadian Flag sold](#), Flags Unlimited will be donating 25% to CanadaHelps charity (extended until May 30th).

- We have also added [a Salute to Health Care and Front-line workers Flag](#) to our product line. And for each \$55 flag sold, Flags Unlimited will be donating \$25 to CanadaHelps charity (until May 30th). Also, just added to the collection is a garden flag.

For any other updates, visit [www.flagsunlimited.com](http://www.flagsunlimited.com)

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## CASE STUDY York Region Rapid Transit



7 Years  
28 Campaigns  
84 Designs

The communications department for York Region is responsible for the corporate branding, reputation and issue management as well as public communications for YRRT (York Region Rapid Transit Corporation).

### YRRT's Challenge

The YRRT issued a request for tender on a seven year contract for providing pole banners and services. They were seeking a range of outdoor signage solutions. The YRRT needed four unique designs each year, including three seasonal campaigns and one commissioning campaign.

Each campaign would feature three different style banners;

- Streetlight pole banners
- Flagpole banners
- Station flagpole banners

The YRRT also needed installation and maintenance of the new banners as well as the removal and disposal of damaged and/or out-dated campaign banners.

### Flags Unlimited's Solution

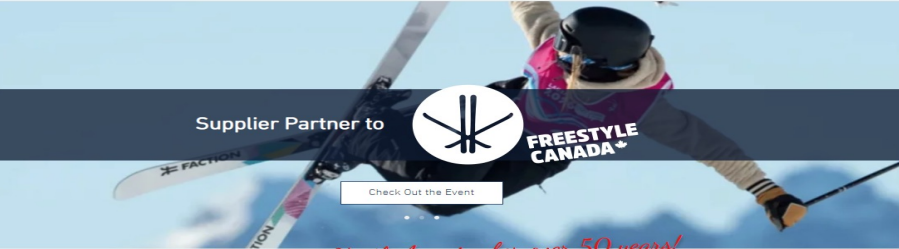
Flags Unlimited's graphic design department used client supplied artwork and provided custom mock-ups of all banner artwork. Flags Unlimited then facilitated all printing requirements within the campaign time line.



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