



Why hire an Interim Marketing Manager?

Whether Fortune 500, start-up or nonprofit, in today's business environment, rapid change and fast pace is part of everyday life and so is pressure to deliver results with limited resources. Having the right staff at the right time is part of the management equation for success. Interim Marketing Managers minimize fixed costs, maximize profitability, and help you maintain agility by augmenting staff with the right talent at the right time.

What do Interim Marketing Managers do?

Interim Marketing Managers manage projects, launches, events, marketing departments, or simply complement an existing team during a busy time. Clients draw upon our services when they are under pressure to deliver results. They hire us when resources are limited and deadlines are looming. Clients look to us when they need:

- **Specialized marketing experience, knowledge, capabilities/skills.** Our Interim Marketing Managers are seasoned, highly-skilled, independent individuals who are able to jump in and deliver quick results. They are mid- to senior-level professionals with a *comprehensive range* of marketing skills to fill in-house gaps. We apply the right marketing skills and experience to an initiative.
- **A flexible, quick solution to staffing.** It takes far less time to retain an Interim Marketing Manager than to recruit a full-time senior manager. And it is a low-risk solution, with no long-term commitment, that avoids overstaffing. Interim Marketing Manager's perform a specific activity or activities for as long as needed, whether it's two weeks, two months, or longer.
- **A cost-effective solution to work overflow.** By relying on Interim Marketing Manager's, organizations can cover peak work periods and keep overhead down. We also provide coverage during maternity/family leave, and/or hiring freezes.
- **A fresh perspective.** Interim Marketing Manager's provide an unbiased third-party perspective from an experienced source. Clients benefit from our objectivity and breadth of experience.

Image Matters places Interim Marketing Managers with expertise in a variety of marketing areas including:

- Marketing Strategy & Plan Development
- Marketing Communications
- Internet Marketing
- Project Management
- Branding & Design
- Launch Marketing
- Business Development
- Public Relations
- Functional Assessments
- Special Events
- Tradeshow Management

We provide quick access to proven experience. To find out more about how an Interim Marketing Manager would be advantageous to your organization, call Image Matters Marketing at 703-669-5510.

Visit us online at www.imagemattersmarketing.com