

When to Do It Yourself (DIY)	DIY Resources	When to Outsource	Outsourced Resources
MARKET RESEARCH			
<ul style="list-style-type: none"> • Time and resources available • Clearly defined objective • Expanding product line • Updating your business plan • Looking for strategic partners 	<ul style="list-style-type: none"> • Web search • Industry magazines • Online discussion groups • Professional Associations • Library resources (online databases, books, periodicals) 	<ul style="list-style-type: none"> • Lack of time and resources • Inability to be objective • Considering a new line of business • Looking for ways to increase revenue • Trying to find new markets 	<ul style="list-style-type: none"> • Market Research firm • Research consultant
CUSTOMER RESEARCH			
<ul style="list-style-type: none"> • One-on-one relationship with existing customers • Open customer communication on projects/accounts • Certainty of target audience 	<ul style="list-style-type: none"> • Prospecting/networking • Talk to existing customers • Basic print or web survey • Web site feedback link • Customer call center • Dun & Bradstreet 	<ul style="list-style-type: none"> • Unbiased feedback • Looking for new customers • Customer satisfaction is low • Need quick turnaround • Lack of time and resources 	<ul style="list-style-type: none"> • Customer Research firm • Customer Intelligence firm • Market Research firm • Survey call center • Focus group facilitator
COMPETITIVE RESEARCH			
<ul style="list-style-type: none"> • Keep a pulse on the industry • Determining pricing strategy • Considering product enhancements 	<ul style="list-style-type: none"> • Yellow pages • Dun & Bradstreet • ProNET • Hoovers Online • FirstSearch (public library) • Trade Shows • Association membership lists 	<ul style="list-style-type: none"> • Lack of time and resources • Third-party direct contact with competition • Need prioritized list of features 	<ul style="list-style-type: none"> • Market Research firm • Competitive Intelligence specialist
STRATEGIC PLANNING			
<ul style="list-style-type: none"> • Updating previous plan • Mission, vision, goals and objectives are staying the same • Have a strong management team to provide input 	<ul style="list-style-type: none"> • Board of Directors/Advisors • Product Managers • Internet how to sites • SBA, Small Business Development Center (SBDC), SCORE 	<ul style="list-style-type: none"> • Annual and long-range planning • Too close to the business problem and require an outside point of view • Not a core competency • Need someone who can write a concise and clear document • Lack of time and resources 	<ul style="list-style-type: none"> • Business or Management Consultant • Company with expertise in developing strategies in specific areas (e.g., marketing, Web, business)

CORPORATE IDENTITY			
<ul style="list-style-type: none"> • Cottage industry • Basic understanding of graphic design principals 	<ul style="list-style-type: none"> • Adobe Illustrator • Adobe Photoshop 	<ul style="list-style-type: none"> • Established business • Need a professional look and feel • Updating corporate identity • Reinventing your business 	<ul style="list-style-type: none"> • Creative design agency • Freelance graphic designer • Logo designer • Print shop (e.g., PIP Printing)
BUSINESS CARDS			
<ul style="list-style-type: none"> • Frequently use freelancers or subcontractors as part of your business (one-off cards) • Specialized co-branded partner or affiliate program • Planning to change address in less than 3 months • Just getting started • Home-based business 	<ul style="list-style-type: none"> • Vistaprint.com • Business Card Designer Plus (free ZDNet download) • Business Card Creator (free ZDNet download) • Visual Business Cards (free ZDNet download) • Avery Business Card templates and paper 	<ul style="list-style-type: none"> • Established business • More than one person • Building your corporate identity • Conducting business with large companies • Competition has professionally printed cards 	<ul style="list-style-type: none"> • Creative design agency • Freelance graphic designer • Kinkos • Printing shop (e.g., MinuteMan Press)
CORPORATE COLLATERAL			
<ul style="list-style-type: none"> • Home-based or start-up business • Corporate identity has already been created • Quality color printer 	<ul style="list-style-type: none"> • MS Word template • Adobe Publisher • Adobe PageMaker 	<ul style="list-style-type: none"> • Lack of a full corporate identity package • Want to look professional • Correspond frequently with customers 	<ul style="list-style-type: none"> • Creative design agency • Freelance graphic designer • Kinkos • Printing shop (e.g., MinuteMan Press)
BROCHURE			
<ul style="list-style-type: none"> • One-page overview or tri-fold • Quality color printer • Copywriting experience 	<ul style="list-style-type: none"> • MS Word template • Adobe Publisher • Adobe PageMaker 	<ul style="list-style-type: none"> • Improve perception • Look bigger than you are • Competition has professionally printed brochure 	<ul style="list-style-type: none"> • Creative design agency • Freelance graphic designer • Kinkos • Printing shop (e.g., MinuteMan Press)
PRESENTATION			
<ul style="list-style-type: none"> • Have an existing template • Only occasionally conduct business development meetings 	<ul style="list-style-type: none"> • PowerPoint • Lotus Freelance 	<ul style="list-style-type: none"> • Part of getting your corporate identity package designed • Frequent one-on-one meetings with customers 	<ul style="list-style-type: none"> • Creative design agency • Freelance production artist

WEB SITE			
<ul style="list-style-type: none"> • Building a 5-10 page presence site • Basic understanding of design principals and Web usability • Basic understanding of HTML 	<ul style="list-style-type: none"> • www.useit.com (usability) • FrontPage (software) • LiveWire Media (templates) • Edge Design Studios (non-profit) • GoDaddy.com (hosting) • Your-site.com (hosting) • Free hosting services 	<ul style="list-style-type: none"> • More than 10 pages • Want to look professional • Have an established brand identity • Conducting eCommerce • Site features that require advanced programming 	<ul style="list-style-type: none"> • Web design and development company • Interactive agency • Freelance Web designer • Hosting provider that also offers design services • NTT/Verio (hosting)
EMAIL MARKETING			
<ul style="list-style-type: none"> • One-time email announcement • Small list 	<ul style="list-style-type: none"> • SBA ProNET • Mailloop.com • ConstantContact.com • Postmasterdirect.com (list rental) • ClickZ.com 	<ul style="list-style-type: none"> • Require research and testing • Developing an integrated email campaign • Want to customize to large list • Want to track and report 	<ul style="list-style-type: none"> • YesMail • List Brokers • Internet marketing companies
PUBLIC RELATIONS			
<ul style="list-style-type: none"> • Basic news releases • Calendar listings • Local/regional articles • Have existing relationships with press contacts 	<ul style="list-style-type: none"> • Local/regional media list • The Internet News Bureau • Local Public Relations Society of America (PRSA) chapter 	<ul style="list-style-type: none"> • Can't maintain regular contact with at least 5 media contacts • Need national press • Disaster control • New product launch • Seeking large amount of investment funding 	<ul style="list-style-type: none"> • PR agency • Freelance PR consultant • eReleases.com • PR Newswire
ADVERTISING			
<ul style="list-style-type: none"> • Text-based newspaper listings • Flyers 	<ul style="list-style-type: none"> • MS Word • Adobe PageMaker • Adobe Publisher • Guerilla Marketing books 	<ul style="list-style-type: none"> • Magazine, print, billboard, TV and radio advertising • Online banner advertising • Full campaigns 	<ul style="list-style-type: none"> • Creative advertising agency • Interactive agency • Local newspaper design staff
DIRECT MAIL			
<ul style="list-style-type: none"> • CEO letter • Small mailing list • Personal customer mailings 	<ul style="list-style-type: none"> • MS Word • Adobe PageMaker • Adobe Publisher • Direct Marketing Association (DMA) 	<ul style="list-style-type: none"> • Slick attention getters • Mass mailings • Premiums 	<ul style="list-style-type: none"> • Creative design firm • Direct marketing firm • Promotional marketing company

ONLINE MARKETING			
<ul style="list-style-type: none"> • Basic search engine submissions • eNewsletter • Affiliate programs 	<ul style="list-style-type: none"> • Webignite.com • iSubmit.com • Submitit.com • Selfpromotion.com 	<ul style="list-style-type: none"> • Ebusiness or Ecommerce company • Online advertising • Pay-per-click search buys • Opt-in campaigns 	<ul style="list-style-type: none"> • Internet marketing company • Search engine marketing company • Search engine optimization specialist
TRADE SHOWS/EVENTS			
<ul style="list-style-type: none"> • Small industry events • Speaking engagements • Walking the floor 	<ul style="list-style-type: none"> • Industry trade magazines • List of Associations (available at library) • National Speakers Association (NSA) chapter 	<ul style="list-style-type: none"> • Large national show • Trade show booth • Sharing booth space 	<ul style="list-style-type: none"> • Creative design agency • Trade show exhibit company • Signage company • Event organizer