

NEW YORK, NY, December 04, 2013 **/24-7PressRelease/** -- [Marketing on 6th, NYC](#) predicts that the perceived weakness of marketing teams highlighted in the OMI Digital Marketing Talent Study, written in conjunction with ClickZ and Kelly Staffing, will drive more businesses towards specialized outsourcing firms. Marketing on 6th, NYC reports that business process outsourcing (BPO) is currently on a five-year growth trajectory, according to Cloud Computing's Worldwide and US Business Process Outsourcing Services 2013 - 2017 Forecast, which predicts a growth of 4.3% in the US market from 2013-2017 to \$97.3 billion.

About Marketing on 6th, NYC: <http://www.marketingon6th.com>

Marketing on 6th, NYC reports that digital marketing campaigns are inconsistent in results, as the Digital Marketing Talent Study reveals that just 8% of companies surveyed believed their marketing team to be strong in all areas of digital marketing, while only 15% considered their team to be at least mediocre in all aspects. Marketing on 6th, NYC considers this problem to be a widespread criticism of indirect marketing, both traditional and digital, in light of the Fournaise Marketing Group's 2013 Global Marketing Effectiveness Program. The report highlighted that 78% of CEOs believe marketers are failing to deliver consistent results. Marketing on 6th, NYC agrees with the Fournaise report's findings that marketers are too focused on creativity and process at the expense of measurable results. "Both the Fournaise and the OMI findings demonstrate the issues companies face with digital and traditional marketing processes," says a source from Marketing on 6th, NYC. "We predict that 2014 will show a trend away from in-house marketing teams that encompass many different departments, in favor of smaller outsourced firms that specialize in particular areas."

Marketing on 6th, NYC is an outsourced direct marketing and sales firm which specializes in [face to face campaigns](#) with businesses and consumers. The company works with clients across diverse industries including the financial, non-profit, telecom and energy sectors. The KPMG-supported State of the Outsourcing Industry executive findings revealed that 88% of outsourcing clients are satisfied with firms' abilities to reduce costs and deliver results. "We have a great relationship with our clients because we provide a specific service, and generate the results to back up our claims. The advantage of specialist outsourcing is that the outsourced firm is focused on its strongest area - in our case this is direct customer acquisitions. The client gets the best deal because quality is not compromised in any areas," says a source from Marketing on 6th, NYC. Marketing on 6th, NYC predict a strong future of the outsourced and direct marketing industries going into 2014.

Sources:

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Marketing on 6th, NYC is one of Manhattan's fastest-growing direct sales and marketing firms. For more business information follow the firm on Twitter [@MarketingOn6th](#) .