

OUTSOURCING YOUR CONTENT AND CREATIVE SERVICES

10 reasons why this might be
your best decision ever

INTRODUCTION

Given the current climate, there's a good chance your business has changed the way it looks at marketing.

With each passing campaign, as you produce a variety of marketing materials for multiple channels, how satisfied are you with the ROI?

In this era of data-driven communications and accelerated program digitization, organizations around the globe are beginning to realize a fractured brand presence and a duller competitive edge. Big creative and content challenges aren't helping, thanks to:



Rising costs of in-house services



Eliminating internal marketing silos



Mismanagement of multi-vendors



Waning levels of long-term productivity

If this is the case, you might find yourself at marketing crossroads. Should you continue to keep the work in-house or outsource it? Is your company ready to onboard a larger in-house creative team? Are you putting off the avoidable or the inevitable?

It's time to make a decision — one that can have a tremendous impact on your company's bottom line.

Based on our experiences, you're not alone. Many of our clients were once in your shoes. What drove them to make the decision to outsource their content, creative production, and brand management?

Here is a list of their greatest motivating factors. **Take a look.** We think it'll resonate with you.



10 REASONS TO OUTSOURCE YOUR CONTENT AND CREATIVE SERVICES

The challenges tied to your creative output are more common than you might think. By looking externally for a solution, the advantages that often accompany that decision, well, you might consider them abundant.

The right skill sets

Creative skills are getting upgraded faster than we can say “new” and has brought a slew of new design software. This requires an in-house creative team to train rigorously for weeks — if not months — before they can create and effectively utilize everything the software has to offer.

It can be overwhelming and a costly exercise to upgrade expertise quickly or find new talent at short notice. The creative hiring landscape has become far more complex and competitive than it was a decade ago. In such a scenario, partnering with a successful content or creative agency can free you completely from the agony of scouting for the right talent.

Speed to market

Pursuing a new marketing strategy that requires more than a website design? Does it need insights into the current marketing trends to cut through the clutter on a tight deadline? It could take your in-house team considerable time to get up to speed with the unfamiliar and rapidly changing marketing landscape.

With the right agency, however, speed-to-market is inevitable thanks to their team's ability to execute complex projects and generate polished deliverables.

Accessible, accountable experts

When your organization hires one expert, you have access to that one expert. But if you hire an agency? Your talent pool of experts grows exponentially with immediate effect. And in some cases, access to that pool is available around the clock. Not to mention, agencies are often held to a higher standard of output and accountable for providing tangible ROI that includes competitor knowledge, generating new revenue, reducing cost, and increasing conversion rates.





Direct, improved communication

For most CMOs, internal silos have long been an internal marketing challenge. Now with multiple vendors in the mix, the situation has become complicated. The best agencies believe in establishing one line of communication. This ensures all information is funneled through the same point of contact.

Not only does this approach streamline and simplify how the client receives information, it helps save money. Think about it: A status meeting with your well-informed point of contact or one with five team members (individually) dedicated to servicing your account — that's one billable hour vs. five.

Future-proof with the right tech

With thousands of creative tools at your disposal and a continuous stream of new ones emerging every year, identifying and investing in the right tool is a tall (and expensive) order. Leave that footwork to an agency with a proven track record of success and experience in the area. They know what works and what doesn't when it comes to prescribing the tools and tech that best match your needs and goals. This will help future-proof your company's martech requirements without having to make the usual up-front, expensive capital investments.

Increase efficiency

Falling behind on deadlines? Inefficiency slowing down timely output? A seamless workflow is key to increasing efficiency. However, achieving that is another story.

By outsourcing creative support to handle everyday work or run an entire campaign, processes are streamlined, risks are reduced and silos become nonexistent. An agency can provide the right balance of people and software for maximum impact. This is where most cost savings are gained. Now you and your team are freed up to stay focused on the big picture.

Flexible engagement models

From full-service and self-service to onshore, nearshore or offshore, when an agency possesses a flexible engagement model, you have options:

- The agency builds a solution, implements it, and then hands it off to the client.
- The agency builds a solution and then operates it on the client's behalf.
- Once the solution is built, the agency and client both work within this shared pace.

This level of flexibility is key to customizing a solution that works for your business.



Scalability

Your strategy must be scalable. Too often, companies will limit themselves by the productivity of their staff or the capabilities of a certain technology that they have already invested in. Businesses that fail to scale often do so because they don't have the ability to pivot quickly in response to a changing market.

Don't compromise your growth. A well-fitted agency will fill in the talent, technology, and experience gaps your team lacks. Having access to a scalable partner means revenue can be grown at a faster rate, plain and simple.

Industry-specific experience

Why is it important for your content production and management agency to have industry-specific experience? Two words: strategy and efficiency. The growing pain of getting up to speed is often the single most reason for a business' lack of success within a defined period of time. With proven industry experience, an agency will have a firm grasp on what's trending (globally), marketing jargon, industry regulations, caveats, audience preferences, and industry best practices.

Customer experience management

Have you noticed a shift in the way your customers want to experience your brand? Most businesses have. Whether strictly transactional or highly immersive, managing the customer experience with analytics, measurement, and custom targeting can be challenging for any in-house team. An effective agency should have the infrastructure in place (and bandwidth) to bear the burden of customer experience management and let you focus on your creative and content aspirations.



TIME TO SEEK OUTSOURCED SUPPORT?

If you've made it this far, there's a good chance you're serious about outsourcing.

According to an in-house creative management report from [InSource](#), six of the biggest challenges faced by creative teams (according to U.S. creative and marketing professionals) are:

- Speed at which creative teams are expected to work
- Volume of demand for creative work
- Being seen as a strategic contributor to meeting organizational goals
- Increasing variety of marketing channels that need creative
- New technologies that change the way teams work
- Retaining and supporting creative staff

Any of this sound familiar?

Reflected in their focus on design to deliver a better customer experience, a growing number of companies are becoming more creative in improving their business. This focus results in appealing content and an intuitive and captivating user experience. This ultimately leads to customer loyalty and a competitive advantage.

If you're unsatisfied with the status quo — for any reason — that might be a big, bright red flag telling you it's time to consider partnering with an experienced content and creative services agency.





ABOUT RRD

RRD takes on the management of creative staff. Our single point of contact and ownership means you and your team can put your attention where you need it most — on big-picture thinking and strategic gains.

We drive communication, cost, and delivery improvements, so you can focus on your business. With proven discovery and review processes, we operate with complete transparency and become a seamless, fully integrated part of your operations.

This is what we do.

FYI

RRD's content implementation process is certified to the ISO 9001:2008 standard. That means it's scalable, repeatable, and controllable.

We have established a model that puts content creation, execution, and management at our clients' fingertips, with the flexibility to scale for the busy and quieter times.

Optimize your creative services. Visit RRD.com/creative