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THE VALUE PROP: LOCAL PARTNER WITH A GLOBAL NETWORK

A thorough explanation of how
a local partner with global reach
can deliver exponential value

INTRODUCTION

Your business produces a lot of marketing materials. And lately, with each passing campaign, you might be feeling less than satisfied with the return. What's more, you might be experiencing big content and creative challenges such as:

- **Mismanagement of multi-vendors**
- **Rising costs of in-house services**
- **Waning levels of long-term productivity**
- **Stubborn internal marketing silos**

If this is the case, you might find yourself at a crossroads. Should we continue to keep the work in-house or identify some external support? Are we ready to onboard a larger in-house creative team? Are we putting off the avoidable or the inevitable?

It's time to make a decision — one that can make a tremendous impact on the 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 any or all of their production and management? In the following, you'll find a list of their greatest motivating factors.

We think it'll resonate.



10 REASONS A LOCAL PARTNER WITH A GLOBAL NETWORK MAKES SENSE

Your execution challenges are more common than you might think. By looking externally for broader support, the advantages that often accompany that decision, well, you might consider them abundant.

No training required

Unlike the hiring of a new role internally, partnering with a successful partner (e.g., services provider, agency, supplier) is free from the usual new hire burdens of on-boarding, training, hand-holding, etc.

Speed to market

Pursuing a new strategy? It could take your in-house team considerable time to get up to speed with the unfamiliar. With the right partner, however, speed-to-market is an added bonus thanks to their team's ability to execute complex projects and generate polished deliverables.

Accessible, accountable experts

When your organization hires one expert, you then have access to one expert. Sign on a provider with a global network? Your talent pool just grew exponentially. And in some cases access to that talent pool is available around the clock. Not to mention, business partners are often held to a higher standard and accountable to providing tangible ROI that includes generating new revenue, and more opportunities to reduce costs.

A more efficient staff

Falling behind on deadlines? By outsourcing support to handle everyday work or run an entire program, processes are streamlined, risks are reduced and silos become nonexistent. This is where most cost savings are gained. Now you and your team are freed up to stay focused on the big picture.

The latest technology

With thousands of tools at your disposal, identifying and investing in the right one is a tall (and expensive) order. Leave that footwork to someone with a proven track record of success. They know what works and what doesn't when it comes to prescribing the tools and tech that best match your needs and goals.





Direct, improved communication

For most CMOs, internal silos have long been an internal challenge. The best partners believe in establishing one line of communication. This will ensure all information is being funneled through the same point of contact. That way when you have a question, you know who to ask. And if you're waiting for a report, you'll know who it's coming from. Seamless.

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 a status meeting with five team members dedicated to servicing your account — that's one billable hour vs. five.

Valuable outside perspective

In the [Forrester report](#), "Make Your In-House Agency Your Digital Agency," principal analyst Jay Pattisall writes, "CMOs who attempt to bring brand and creative agencies' responsibilities in-house deprive their talent of the inspiration that fuels creativity."

If you're not seeing the forest for the trees, bringing a fresh set of eyes and ideas into the mix can provide a high level of objectivity to your efforts. After all, suppliers, agencies, and vendors aren't privy to office politics or obligated to maintain the status quo of "we've always done it this way."

Flexible engagement arrangements

From full-service to self-service and onshore to nearshore to offshore, when your business partner possesses a flexible engagement model, you have options:

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

This flexibility is beneficial because a solution will ultimately be customized to address a client's needs rather than simply reflect a service provider's preferences.

Scalability

Your strategy must be scalable. Too often, companies will limit themselves by the productivity of their staff, the capabilities of a certain technology, or their physical footprint don't compromise your growth. 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 a business partner to have industry-specific experience? Two words: strategy and efficiency. And let's not overlook the growing pain of getting up to speed.

With industry experience, an agency or supplier should have a firm grasp on what's trending, jargon, regulations, caveats, audience preferences, and industry best practices.





TIME TO SEEK SCALABLE SUPPORT?

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

According to [InSource's](#) "In-House Creative Management Report," six of the biggest challenges faced by creative teams (according to U.S. creative and marketing professionals) are as followed:

- 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 an intuitive and captivating user experience that 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 connecting with an experienced business partner.



ABOUT RRD

From marketing programs that generate new business to critical communications that extend brand relationships, RRD offers the industry's most comprehensive portfolio of capabilities designed to help our clients optimize connections across the full customer journey with maximum impact and efficiency.

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.

Empower your brand for maximum returns. Visit [RRD.com](https://www.rrd.com)

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