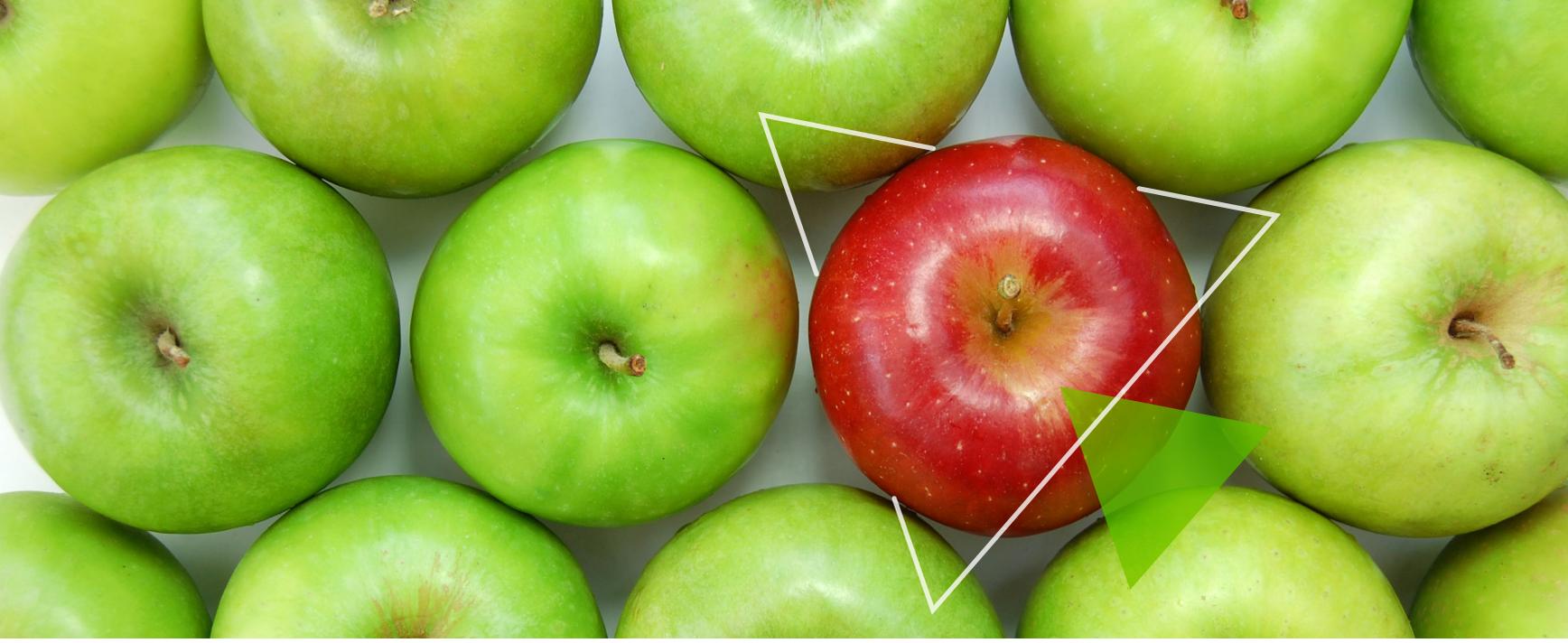




OUTSOURCING YOUR CONTENT AND CREATIVE SERVICES

**10 reasons why this might
be your best decision ever**



INTRODUCTION

There's a good chance your business has changed the way it looks at marketing.

In this era of data-driven communications and accelerated program digitization, organizations around the globe are beginning to realize a fractured brand presence dulls their competitive edge.

Creative and content challenges are worsened by the:

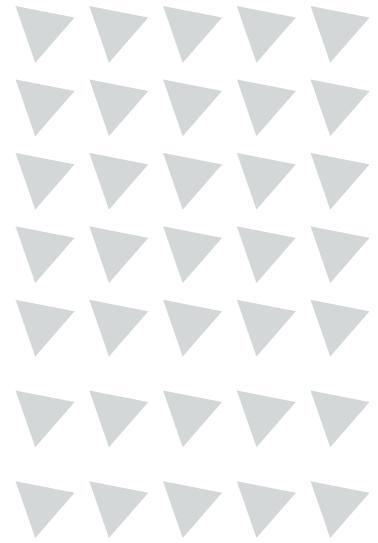
-  Rising costs of in-house services
-  Mismanagement of multi-vendors
-  Prevalence of internal marketing silos
-  Waning levels of long-term productivity

If your business is experiencing any of these challenges, you might find yourself at a marketing crossroads. Should work continue in-house or be outsourced? Is your company ready to onboard a larger in-house creative team?

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

Based on our experiences, your organization is not alone. What drove our clients to make the decision to outsource their content, creative production, and brand management?

Take a look at our list of their greatest motivating factors. We think it'll resonate with you.



10 REASONS TO OUTSOURCE YOUR CONTENT AND CREATIVE SERVICES

The specific challenges tied to creative output are fairly universal, and external solutions are often the best way forward.



The right skill sets

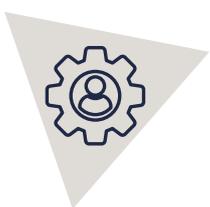
New design software necessitates a constant creative learning curve, requiring in-house teams to train rigorously for weeks – if not months – before they can create and effectively utilize everything the software has to offer.

It can be an overwhelming and costly exercise to upgrade expertise quickly or find new talent on short notice. The creative hiring landscape has become far more complex and competitive than it was just a decade ago. Partnering with a successful content or creative agency frees you from the time-consuming frustration of scouting for (and hiring) the right talent.



Speed to market

It often takes in-house teams considerable time to get up to speed with the unfamiliar and rapidly changing marketing landscape. With the right agency, however, speed-to-market is much less of a concern thanks to a built-in ability to execute complex projects and generate polished deliverables on tight deadlines.



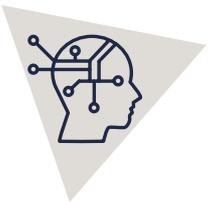
Accessible, accountable experts

When an organization hires one expert, they have access to that one expert. But if a company hires an agency, the talent pool of experts grows exponentially. Agencies are also 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 create a consistent marketing challenge, and with multiple vendors in the mix, the situation becomes even more complicated. The best agencies believe in establishing one line of communication. This ensures all information is funneled through the same point of contact, streamlining and simplifying how clients receive information.



Future-proof with the right tech

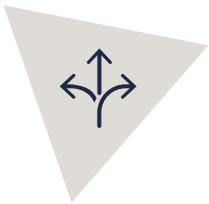
Businesses have thousands of creative tools at their disposal and a continuous stream of new ones emerge every year. Identifying and investing in the right tool is a tall (and expensive) order. Agencies with a proven track record of success and experience know what works and what doesn't when it comes to prescribing the tools and tech that best match their client's needs and goals. This helps future-proof an organization's martech requirements without having to make the usual up-front, expensive capital investments.



Increase efficiency

A seamless workflow is key to increasing efficiency. However, achieving that is another story.

Outsourcing creative support to handle everyday work or run an entire campaign streamlines processes, reduces risk, and eliminates silos. Partnering with an experienced agency provides the right balance of people and software for maximum impact, giving internal teams the time they need to stay focused on the big picture.



Flexible engagement models

Whether in-house, local, or global (or a combination), when an agency possesses a flexible engagement model, companies 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 space.

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



Scalability

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 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 content production and management agencies to have industry-specific experience? Two words: strategy and efficiency. An agency with proven industry experience will have a firm grasp on what's trending (globally), marketing jargon, industry regulations, caveats, audience preferences, and industry best practices.



Customer experience management

Most businesses have noticed a shift in the way customers want to experience their brand. 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 and bandwidth to bear the burden of customer experience management, allowing clients to focus on their creative and content goals.



TIME TO SEEK OUTSOURCED SUPPORT?

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

According to key findings in the Creative Management Report by inMotionNow and InSource, which surveyed 400 creatives and marketers, resource constraints continue to prompt creative and marketing leaders to rethink bringing design talent and work in-house rather than using external agencies.

In-house creative teams still manage much of the work, however, the majority (86%) reported that they currently partner with agencies and freelancers. When asked why they hire outside agencies, respondents stated their top reasons:

1. Access to specialized skills
2. Need for increased capacity
3. Assistance with strategy development
4. Quicker completion of work

Today, brands have so many communication avenues at their disposal, but the more they leverage across their advertising and marketing programs, the greater the challenge becomes for them to scale a consistent and strong brand identity in the marketplace.

If you're looking to establish brand awareness and consistency, it's likely time to consider partnering with an experienced content and creative services agency.



ABOUT RRD

RRD develops, engages, and retains experienced talent in the industries we serve. We bring people, process, and technology together to help our clients deliver their message in a timely and cost-effective manner.

Our stability and consistency in the industry is an asset to our customers. Our size allows us to utilize the resources of a global company while establishing long-standing, collaborative relationships.

FYI

With proven discovery and review processes, RRD operates with complete transparency to become a seamless, fully integrated part of your operations.

RRD's content implementation process is certified to the ISO 9001:2008 standard.

That means it's scalable, repeatable, and controllable.

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

**Build an authentic brand through
stronger design execution.**

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