



When To Outsource Your Branded Merchandise Function

Is It Time To Outsource?

Expanding your marketing efforts should not overwhelm your core mission. So sometimes it's best to hire experts who can take ownership of these initiatives to help you.



When to make the switch? There is no one-size-fits-all answer. But if you're ready to invest in your company's growth, then you're ready to trust a professional services company to take your branded merchandise program to the next level. Economically and operationally, the decision makes sense.

Some leaders struggle with the decision to outsource because it may seem like a loss of control. But it's actually just the opposite. Outsourcing can give you the ability to harness the growth and more tightly track and manage the most meaningful aspects.

In fact, worldwide, outsourcing branded merchandise is becoming more popular, and there are four reasons why:

Free Up Time To Focus On Your Core Competencies

Your focus is on the perfecting your concept and expanding the franchise community. Delegate the merchandise logistics to a company's whose core business IS the innovation and execution of branded merchandise. To you it is a distraction; to them it is what they do.

You can also view this as an opportunity to split the tasks between your company and a merchandise company. For example, your company can lead the strategic planning, marketing and some aspects

of the product development. And your outsourced partner can manage the all-consuming details of the day-to-day details. This collaborative approach gives both partners an equal share of responsibility and accountability while divvying up tasks that make sense.

You Can Quickly Learn From Those In The Know

One advantage of outsourcing your branded merchandise program is to learn about the function quickly from those who've been there before. Use this opportunity to ask a lot of questions of your branded merchandise partner. Learn from your partner's experience and how their successes and failures have aided in their decision-making today. Build your organization's intellectual capital.



Leverage Another Company's Resources

Outsourcing gives you access to a whole new community of experts. For instance, branded merchandise experts often have a global footprint with new relationships to sourcing, storage and shipping all over the world. By tapping into this wide geographic community, you will save money and time on manufacturing and logistics. This can help you avoid major investments in obtaining warehouses or equipment, systems and labor.

Partners Can Help You Mine The Data

Collecting, analyzing and offering up relevant insights from the data gathered from your branded merchandise program is a vital job – and it's best given to experts who do this every day for many other clients, using the latest technologies.



Successful branded merchandise analysts know the patterns and the pitfalls in your data. They also can move fast. And when it comes to initiating new analysis and then iterating on findings, you'll want to rely on experts to manage this efficiently.

What can your branded merchandise data tell you? Experts can analyze this data to tell you what's driving your sales; which promotional displays are used and working; which locations are fully engaged in using promotional materials; and the cadence of communications between your headquarters and your field employees.

