

The hidden cost of operational and marketing materials

Even in our increasingly-digital world, businesses still invest substantial resources in printed and manufactured operational and marketing materials. From business cards, envelopes and letterhead to marketing materials such as sales brochures, fulfillment packages and branded premiums, physical items remain a large part of doing business. They also represent the biggest opportunity to find new efficiencies. In the marketing sector alone, up to 50% of these materials are wasted¹.

In today's business environment, identifying avoidable waste and getting the most from every marketing and administrative dollar are critical to continued viability and success.

The problem:

Expenditures in traditional print media are declining. Yet, for many organizations – large and small – they still represent a significant investment. In a recent survey by the Chief Marketing Officer Council, 30% of marketing leaders reported spending 20-30% of their budget on physical, printed materials¹, with collateral assets topping the list.

The same report exposed that 78% of those marketers reported having significant inventories of out-of-date or otherwise unusable materials in storage. More alarmingly, 84% reported having released these materials in error, potentially confusing customers or – for highly regulated industries – risking legal and regulatory sanctions due to inaccurate compliance information and disclaimers.

Additional problems:

Tracking marketing and administrative assets, managing distribution and maintaining brand standards are often difficult-to-impossible due to decentralized, inconsistent ordering and design. Sales reps and marketers frequently develop their own materials independent of any central oversight. The results are smaller runs at higher unit costs and a patchwork of materials with inconsistent design and confusing messaging that fails to reflect updated legal disclaimers and other critical information, risking needless exposure.

“Companies should focus on their core competencies and outsource everything else.”

***- Bill Gates
“Business @ the Speed of Thought”***

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Organizations need to take better control of their print and marketing supply chain to reduce waste and mitigate risks, and reinvest those resources into vital, revenue-producing initiatives.

The catch:

Most organizations lack the expertise and human power to effectively manage all their print and marketing supply chains. Like Bill Gates said in, "Business @ the Speed of Thought," they should find a partner who can flawlessly manage and execute these functions for them.

The solution:

Consolidating the production, storage and fulfillment of all marketing and administrative assets in a single location enables all stakeholders to locate the materials they need, order just the quantity they need and receive them quickly to accomplish their goals. Online customization can allow users the flexibility to localize and personalize content, while still maintaining brand integrity and ensuring messaging conforms with the latest brand or regulatory requirements.

Marketing directors and operational support units, such as Accounting, need to know what materials are being used, how much and by whom. The solution must feature robust reporting that:

- Shows real-time inventories.
- Automatically alerts appropriate stakeholders when inventories need to be replenished.
- Provides sufficient detail to properly allocate resources to maximize popular assets and redesign or eliminate those that are seldom used.

Welcome to Kaye-Smith:

The region's leading, single-source print, branded merchandise, fulfillment and inventory management provider; Kaye-Smith brings the resources, experience and expertise to streamline and maximize the efficiency of your print and marketing supply chain, from production to delivery. We offer:

BRANDED WEB STORES

Customized online portals allow clients to access and request relevant collateral and other materials 24 hours a day, every day. Specified permissions ensure that each user accesses only approved materials. At the same time, web stores allow users to tailor selected content to local audiences, feature timely offers, and meet specific business objectives.

INVENTORY CONTROL, UTILIZATION AND COST ALLOCATION

Kaye-Smith gives you real-time access to current inventory levels and usage details, enabling better allocation of resources. Our inventory management systems ensure that specific materials are never overproduced or out of stock. You're better able to reduce the cost of producing and storing unusable inventory, while ensuring your team has access to the materials they need, when they need them.

DISTRIBUTION AND FULFILLMENT

Kaye-Smith is a recognized leader in managing inventories and delivering materials. We provide complete management of print-on-demand, custom kit-building, promotional merchandise and other materials. We specialize in ensuring your supply chain is as efficient and convenient as possible for stakeholders.

BRAND AND REGULATORY COMPLIANCE

With a single source for your operational and marketing materials, you can control design, messaging, costs and distribution while still allowing users to customize materials where appropriate. You can implement approved changes instantly and across all relevant assets. This ability is especially advantageous in regulated industries in which compliance information is continually updated. Eliminate confusion and potential legal exposure from distributing out-of-date materials. Kaye-Smith gives you the support and resources to achieve extraordinary results.

Learn more:

To learn more about print and marketing supply chain management and Kaye-Smith's solutions, please visit our website at KayeSmith.com or call Dick Ehrig, Sales Manager, at 800.822.9987.

¹CMO Council Study: Promotion Commotion, 2011. www.cmocouncil.org

About Kaye-Smith

Kaye-Smith is the Pacific Northwest leader in the execution and management of business-critical communications. From electronic and paper statement processing to highly-personalized, targeted marketing programs, it is critical that you deliver on your brand promise at every point of contact. ISO certified, HIPPA compliant, and SSAE No. 16 – SOC 2 audited, we help our clients execute their business communications securely, effectively and efficiently, providing them with the tools they need to control costs, ensure compliance and maximize the marketing opportunity of every communication. Facilities in Seattle and Portland provide built-in disaster recovery and business continuity.