



4 Ways an Outside Designer Can Help Your Manufacturing Business' In-House Marketing Team

Have you been hesitant about outsourcing any of your projects or tasks for your manufacturing business? Many times, these hesitations come from thoughts such as “my team can already handle everything” or “an outside designer won’t be worth it.”

It may be helpful to learn, then, that in-house marketing teams can actually find a lot of value and benefit in outsourcing tasks to outside designers. Here are a few of the top reasons why you may want to consider this when it comes to your next project:

1. You get an outside perspective on your marketing efforts.

A fresh set of eyes on your marketing projects can provide your team with new ideas. Outside designers ask the right questions and possibly notice gaps where things aren't clear. For example, it could be something as simple as noticing industry jargon you are using that may not be understood by your target audience. They can also use their outside perspective to keep the hierarchy in the layout on point, when the main idea or call to action is not clear.

2. They will provide a strategy.

In-house teams are often overwhelmed with projects and the day-to-day fires that pop up and need immediate attention, which leaves little time for research, idea generation, and feedback. This is where an outside designer can step in and devote time to look at the overall strategy for a particular project, providing clearer goals and direction.

3. They can help your team be more efficient and knowledgeable.

Great designers stay current on all the new tools, tips, and tricks in design software and programs. They can often handle larger projects to lighten the team's load as well as find ways to help your team be more efficient in the future. For example, a designer can create templates in different types of software to help the team keep the message and look consistent—from Proposals to PowerPoints.

4. They can assist with overflow work.

Need to ramp up hiring new employees for a newly won contract? Need to reach a new target audience, but not sure how to change your messaging to attract them? Your in-house team may be excellent at the daily tasks, but when something new comes up, they may not have the bandwidth to take on an extra project. Why not hire an outside designer to pick up the slack for the time being instead of delaying the project?

Think of an outside designer as a knowledgeable partner that can help fill the gaps when your team is overloaded with projects. It's a win-win for everyone. You and your team aren't stressed out, and you are able to look like the hero by getting your marketing project done on time!

Here is an example of how I helped my client with overflow work by creating this Sustainability Report when their in-house team was busy with other projects.



Speaking of sustainability, I will be speaking on this topic and more at the [MinnPack/MD&M](#) tradeshow in Minneapolis on November 3rd. If you're there, look for me at 11:30am on the Engineering Theater Stage!

And if your team needs some help with a project, [let's chat!](#) I would love to come alongside you and offer any assistance I can.

All the best,
Jen

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