

DIRECT MAIL PRODUCTS

Streamlining Your Business: Benefits of Outsourcing Print & Mail

BY PAUL BOBNAK | AUGUST 7, 2024



Break Free from the Print & Mail Grind: The Benefits of Outsourcing

For any business without enough time or money for handling your branding and marketing, print and mail outsourcing offers a welcome solution. Managing in-house printing and mailing operations yourself, you have many operational challenges to deal with every day.

For example:

- Workflow obstacles
- Materials and labor costs
- Outdated technology

To be competitive, more and more companies, brands, and organizations are looking for alternatives to their inefficient, expensive, and aging in-house set-ups.

This is especially true for companies in customer communications. Bills, statements, and other [transactional notices](#) mailed by banks, insurance providers, [utilities](#), and financial service firms can be affordably printed and mailed by an outside vendor.

In this post, I'm going to look at how outsourcing print and mail to a trusted, experienced partner streamlines your business's bottom line and makes your life easier.

The Hidden Costs of In-House Print and Mail

Running in-house print and mail processes can be expensive. Even if your needs are high-volume, you may be overlooking expenses that in the long run, may cost far more than you plan for.

Specific cost factors associated with in-house printing and mailing include:

- Equipment and supplies purchases, maintenance, and upgrades
- Workspace and inventory management
- Staff payroll, overtime, and training
- Legal and regulatory compliance
- Business continuity/disaster recovery setups and operations

Efficiencies are vital in all of these areas and require attention and investment to save time and money. Cost savings are possible through print and mail outsourcing to a company with the expertise, technology, and workforce experience to meet your needs consistently and economically.

The Outsourcing Advantage: Streamlining Your Workflows

You have many challenges. Print and mail outsourcing offers you a way to achieve efficiencies in your processes that save you time, money, and other resources. You'll then be able to focus on the key competencies of your company or organization.

More Efficient Workflow

Putting your printing and mailing into the hands of another company gives you the flexibility you need to achieve your goals more easily.

Integration with existing systems

Outside printing companies can easily integrate your CRM system and the data it holds with their production workflow, ensuring that there are no bottlenecks to overcome in printing and mailing.

Professional experience and industry best practices

When you outsource your print and mail to the right partner, they'll tap their technical expertise, backed by years of work for satisfied customers.

State-of-the-art technology and equipment

Outsourcing providers know what hardware and software investments work best to make their printing and mailing more efficient and more engaging for their customers.

Scalability to handle fluctuations in mail volume

When you work with a printing and mailing company, they'll have the capacity to scale up or scale down mail volume for print and mail based on seasonality or other demand factors. Their size and expertise gives them the ability to more easily schedule production and labor around your needs.

Time Savings

Companies and organizations with an in-plant find challenges to their workday for printing and mailing tasks. Outsourcing offers solutions that result in the timely production and delivery of your mail.

Freeing up staff for core business functions

Staff members who regularly devote part of their work schedules to print and mail tasks can give the essential responsibilities of their jobs their full attention after a switch to an outside vendor.

Optimized processing

Pros with lots of experience in optimizing their workflow can ensure that your projects will get printed and mailed to meet your deadlines and goals.

Faster mail delivery

A printing and mailing partner has decades of [expertise in postal regulations](#) and a great working relationship with the U.S. Postal Service, all to ensure that your mail arrives in customer mailboxes more quickly, affordably, and worry-free.

Expertise and quality control

Because an outside vendor already has a 24/7 commitment to [high quality](#), they'll be able to catch any problems that come up in the printing, folding, inserting, and mailing processes.

Cost Savings

Cost reduction is probably the most important factor in print and mail outsourcing. Moving this expense to an outside vendor is an opportunity to guard against future increases on your balance sheet.

Reduced equipment and supply expenses

Printing, inserting, and mailing equipment require energy, maintenance and operating space – and can't afford to be shut down if you have a labor, software, or hardware problem that comes up in your facility.

Eliminating the need for dedicated staff

Salaries for staff positions dedicated to print and mail can be reallocated to other functions or uses within your company.

Volume discounts from outsourcing providers

With the right workflow processes, a vendor can print mail at lower expense as part of larger press runs. And savings on postage can be unlocked by using presort as well as commingling and co-palletization services.

Partnering for Success: Choosing the Right Outsourcing Provider

Making informed decisions about outsourcing print and mail can help you optimize your mailing strategies and develop capabilities that in-house work just can't match.

With the right partner, you'll be able to :

- Improve workflow
- Cut costs
- Save time
- Ensure accuracy and compliance
- Increase data security

And in achieving all of these benefits, you'll also be able to focus more on the core business and activities of your company or organization.

A print and mail outsourcing vendor can exceed the quality and cost savings of an in-house setup because focusing on speed, accuracy, efficiency, and security is already in their wheelhouse for every kind of job. Their experience in producing mail of all kinds gives them an expert eye for producing engaging direct mail campaigns that elevate the customer experience for recipients.

Wrapping it up – Unlock the Transformative Power of Outsourcing

Print and mail outsourcing gives you an opportunity to transform your day-to-day operations that build the long-term success of your company or organization. With a top-performing expert partner at your side, better workflow, lower costs, and attention to accuracy and security will free up valuable resources to help your company grow and thrive. And you'll have peace of mind knowing that your campaigns are in the right hands.

Here at mailing.com, we're a trusted [printing](#) and [mailing](#) company with the expertise and technology to print and mail your campaigns efficiently, affordably, and accurately. We work with some of the largest and most demanding clients in the country to offer a comprehensive, end-to-end solution with unmatched customer service. [Contact us](#) for more details on how we can successfully partner with you.

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