

Erijes Communications

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Six-Reasons to Outsource Your Next Communications Project to a Professional Communications Consultant

Today's business environment places an enormous demand on a company's communications and public relations efforts. Having a good product, making a strong claim, and communicating messages aggressively are no longer enough. A professional communications consultant can better leverage your brand value, and boost the credibility of your company, its management, and products.

Here are the top six-reasons to outsource your next communications project:

Fresh perspectives. Communication consultants bring fresh perspectives and creative ideas to the work you manage day-in and day-out. As experts in their fields, they require much less direct supervision than employees with little experience in handling similar projects.

Expanded resources. When you outsource a communications project, you not only contract an expert in the communications field, you also tap into their network of strategists, media and public relations experts, writers, graphic designers, photographers, and printers. Someone on your staff might well stand out in one of these areas, but it is unlikely that they will be an expert in all the others.

Quality goes up. Experienced communications consultants deliver higher-quality products and services, more quickly and efficiently when compared to employees whose workload has been stretched beyond their skill sets.

You save money. Bringing in a consultant is more cost-effective than hiring a new employee. There are no recruiting fees, no health insurance costs, no vacation time, no 401(k) plans, or other benefits that need to be paid.

Short-term commitment. Outsourcing a communications project is only a short-term commitment. Once the project is completed there is no need for transferring employees to new tasks, no employee terminations, no lay-offs, or severance pay. Organizations who desire long-term relationships with particular consultants do so at their pleasure.

Multi-tasker's dream. Outsourcing communications responsibilities allows you to focus on other important responsibilities, while the communications expert focuses on the task at hand, until work is completed.