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REASONS TO PARTNER WITH A GRAPHIC DESIGN AGENCY

AFFORDABILITY

CAPABILITIES

CREATIVE
AND DISTINCT
PERSPECTIVE

FLEXIBILITY

PROJECT
TURNOVER
RATE



THE
NETMEN
CORP.



REASONS TO **PARTNER** WITH A GRAPHIC DESIGN AGENCY

You're a marketing agency and you're awesome at what you do: delivering great service and great results to your clients.

However, developing an in-house graphic design team to support all of your clients' needs is challenging, time-consuming, and costly. So what do you do? You want to offer your clients the most complete menu of services possible, but graphic design is continually eating away at your effectiveness and your bottom line.

Why not partner with a professional design agency that can take on all or some of your design projects?

We're not talking about simple outsourcing. When we say "partnership" that's just what we mean. When it comes to working with agencies, our goal is clear: to help you deliver exceptional service and grow your business. At The NetMen Corp, we take agency partnerships seriously, and our design teams work closely with you to create innovative and compelling work for your clients so that you can focus on what you do best.

Are you ready to get started? Great! So are we.

We look forward to working with you,

-The NetMen Corp

1

FLEXIBILITY

Design agency partnerships can mitigate against variable project volume.

The profitability of marketing agencies depends upon the ebb and flow of incoming projects. There are times when there is simply too much work to handle, and there are other times when graphic designers are left twiddling their thumbs with little to do.

It often seems like there is no middle ground when it comes to client work. Many marketing agencies operate in either feast mode or famine mode. The constant fluctuations can be difficult to budget for, and can leave a company struggling to stay in the black.

Varying project volume eats away at the bottom line, and marketing agencies often find themselves in the unenviable position of having to lay off designers in lean times. Once those designers are gone, the agency will often get caught scrambling to make new hires quickly when project volume increases.

Partnering with a graphic design agency can eliminate all of the stress and strife that goes with variable volume. Rather than dealing with a revolving door of full-time design hiring and firing, design partnerships provide the flexibility of designers-on-demand. When the work comes in, the job is sent directly to design partners. When work slows down, there are no extra expenses weighing on the books.

2

CAPABILITIES

Design partnerships help you better serve your existing clients and help you win larger, more profitable clients.

Marketing agencies with a lean design staff (or no in-house design staff) are usually able to handle small, uncomplicated, entry-level projects. When a client requests high-level work, however, the agency may find itself forced to turn the project away.

Agencies that partner with design firms, however, can accept all types of work from their clients. Design houses employ artists with varied skill sets and talents, which means they can match your project with a designer who will be able to deliver the high-quality work the client requires. This allows marketing firms to meet their clients' needs and strengthen client relationships.

A design partnership also opens the doors for your agency to pursue larger, more profitable clients. The capabilities of an in-house graphic design team can limit the size of clients and scope of projects that you can pursue. When you can offer up your design partner's portfolio and services to clients – and when you know those designers will deliver above and beyond expectations – your marketing agency can dramatically expand its menu of services and take on a more diverse and profitable client base.

3

PROJECT TURNOVER RATE

Design agencies help you meet your deadlines and ensure no work ever falls through the cracks.

A lean design staff can quickly become overworked and overwhelmed. As they try to manage a variety of tasks with differing priorities, project turnaround time can suffer – and so can quality. Design agencies are equipped to handle fast turnaround times and tight deadlines. They have the staff in place to take on new projects immediately, and get the work back to you quickly.

When it comes to satisfying clients, speed is often one of the most important aspects of service. This is especially true for new clients. A design agency is on standby, waiting to tackle work as it comes in so that you can keep your clients satisfied.

4

AFORDABILITY

You pay your design partner for the work that they do. No more, no less.

Working with a design agency on a project basis is much more affordable than employing full-time design staff. You simply pay for the work that you require – there is no health insurance, disability insurance, vacation pay, sick pay, or any of the other expenses associated with full-time employees.

There are other costs associated with employing full-time design staff that you can avoid with a strategic design partnership, as well. In order to ensure an in-house team has the tools it needs for success, they must have access to cutting-edge computers, software, and other technology, and all of those gadgets must be upgraded on a regular basis. When you work with a design partner, you know precisely how much to budget for each project. There are no surprises, there is no maintenance, and there are no upgrades to consider.



CREATIVE AND DISTINCT PERSPECTIVE

Design agencies produce innovative and effective design work that can only be cultivated in a creative environment.

When you employ one in-house designer, or a small team of designers, there are fewer chances for that team to collaborate. Everyone typically has their own tasks to complete in a day, and they rarely have the time to bounce ideas off of one another. Creativity and innovation can't happen when a designer is overworked, stressed, and feeling under appreciated. Design agencies, on the other hand, employ large teams of designers and creative directors who are able to collaborate, bounce ideas off of one another, and use that input to improve upon their designs.

Working with a graphic design agency brings unique perspectives to your projects. Because the agency focuses only on design work, teams spend their days working and collaborating on a wide variety of projects. The exposure that those teams have to diversity can enhance their creative process and keep them on the cutting edge of market trends, adding new dimension and life to your finished projects.

Expand Your Capabilities with The NetMen Corp

As a marketing agency, you know that the only way to win new work is to do great work. When you deliver quality projects that exceed your clients' expectations time and again, you'll begin to attract bigger and better contracts.

When you have an expert design partner on your side, the possibilities for your agency are endless.

Here's what The NetMen Corp can do for your agency:

- Help you better serve your existing clients.
- Allow you to take on new clients and bigger clients.
- Remove the guesswork when it comes to pitching graphic design services.
- Help you focus the scope of client projects.
- Deliver projects on time and exceed expectations.
- Keep your expenses in line.
- Increase your profits.

Put The NetMen Corp to work for you today. Contact us to learn more about becoming an agency partner.

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Whatever our agency partners may need, the team at The NetMen Corp is ready to deliver. We understand that entrusting us with your reputation requires a huge leap of faith, and we take that responsibility very seriously. We promise all of our agency partners that we will provide work that meets your specifications, exceeds your clients' expectations, and we'll do it on time, every time.