

Partnering Up for Better Savings

The smaller your business is, the bigger even the smallest cost can begin to appear. What can really be annoying is when you just know you have to spend the money if you want your company to keep growing.

I'm talking about marketing, and I'm sure every small business out there has felt the pain in their pocketbook before. You don't have a lot of money to spend but you simply have to spend it, but that doesn't mean you can't find ways to cut back on the costs.

Most cities are filled with small businesses, and most of those small businesses are going to be going through the same struggle your company is. These are the people you should try to seek out in order to find a mutually beneficial partnership.

While you can go for a full partnership where marketing burdens are shared, that isn't what I'm talking about here. Instead, I'm focusing on only the cost of the printing itself, and how two companies printing at the same time can help save money for both of them.

With [wholesale printing](#) you have a method of printing called gang running. If you haven't heard of it before you should look into the details. To give you a brief description here, gang running deals with having multiple types of ad layouts and advertisements on a single printing plate.

The largest cost with printing deals with creating that very plate. That is what you're spending the most money on. Because of that printing two different kinds of advertisements separately will up your costs a lot more than if you print both of them at the same time on the same plate.

I'm sure you can start to see where I'm going with this. Find that local partner and find out when they're getting their marketing taken care of. If you both have a similar format of advertising this will work even better.

Both companies should design a brochure at the same time and take care of the wholesale printing in a single, large batch. You'll both save while getting the same amount of brochures and quality as you would've if you had done it separately.

It's really that simple. If you want to form a stronger partnership with shared marketing efforts you're more than welcome to, and if you're companies go well together you can improve your marketing by doing so, but even if you're just combining printing costs, you'll still gain a very nice benefit.

I think the only thing stopping more companies from doing this is a lack of knowledge of the printing business. The more you know about any industry the better you'll be at getting the most out of it. This is just as true with printing as it is with anything else.

Find your partner and start saving on your printing today.

About the Author

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