

A Milestone Thoughtpiece / [10 ways to stretch your marketing budget](#)

HOW TO GET MORE BANG FOR LESS BUCKS

[Cost saving strategies from
a design perspective](#)





1. Economies in print

There are many ways to **save money on your print bill**, without losing quality.

The first rule is to use the **right printer for the right job**. Also, printing jobs together to optimise the printer's plate size, invariably saves money, as does printing standard items in bulk.

Reducing colours and carefully selecting papers can get better results as well as economies. For many clients we've cut down the number of colours they print, reduced finishing costs and organised print runs together or in bulk to gain huge savings. For one client, going through this process saved £20K per year on a £100K print spend.

Another way is to go digital – the latest generation of digital presses are competitive against litho on much bigger runs than they have been in the past. And work can be personalised too.

At Milestone we believe that good printing is an art and a reliable service is invaluable to us. Cheap and nasty is definitely a false economy when it comes to print.



2. Do it online

In many cases we've recommended simple web or email applications to communicate nationally or globally, cutting out huge print and postage costs.

>Brand resource websites and marketing toolkits are a highly effective way to supply graphic assets, best practice guidance and creative inspiration.



3. Image bank

A good image is worth a 1,000 words.
That may be true, but is it worth £1,000
or £100 or £100,000?

We create many great images for our clients. And in every case we'll surprise you with what we can achieve for your budget.

Sometimes well selected and retouched stock photography can create very cost effective bespoke-looking images.

Commissioned work with the right photographer and art director may get the best return on your investment.

Alternatively, an illustration approach might be more distinctive and cheaper to use across a range of media.

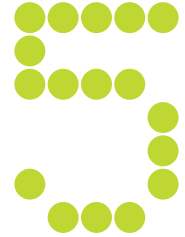


4. Keep it simple

This is a mantra we use in everything. But it's particularly relevant for packaging and corporate literature such as brochures and folders.

We always aim to get the best quality of image and performance from our work and find in many cases we can also reduce costs by simplifying complicated pack structures, reducing the number of lines or innovating a completely new solution.

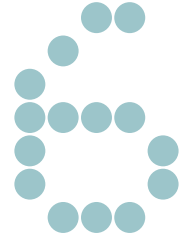
Like product packaging, many sales folders and presentation materials are over-engineered and ordered in such bulk that they spend most of their life in store cupboards.



5. Scamp it up

For quick visuals ‘magic marker’ scamps are often the best way to get an idea across. And they are much less time consuming to produce than highly finished ‘mac concepts’.

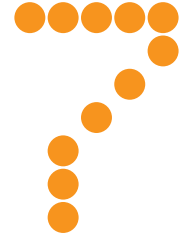
If you’re looking to save some money on initial concept work, ask for scamps.



6. Brandstorm

Brainstorming is often the best way to generate ideas. At Milestone, we've developed a technique called 'Brandstorming' which uses a special process to generate ideas for your brand. Because it's highly focussed in key areas, it results in **more ideas, more quickly** which can be distilled down to finished solutions.

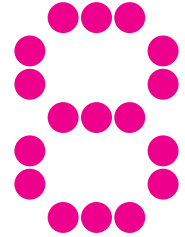
Give it a try – we're happy to arrange a brandstorm session with your team.



7. Efficiency in practice

All Milestone projects are managed by an experienced account manager who'll keep it on track and budget with precision and care. However, sometimes we find we can speed-up processes and save time by putting you in direct contact with our studio.

Face to face meetings are important. But at some stages of the job telephone or video conferencing can save **huge amounts of time and travel costs.**



8. Artwork

When a job gets to the finished artwork stage major changes can be costly. One set of amends is inevitable, two is fine tuning. But three means the agency missed something or the brief is changing.

Sometimes it's unavoidable. But mostly it is. Often, a little more time spent at the briefing stage can save a lot of money down the line.



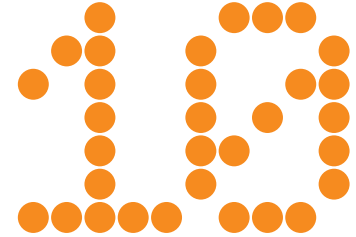
9. When to pitch

Pitching is one of the most expensive exercises for agencies. It's such a huge investment in time that even for the winner it can be a loss-leader. Agencies will want to recoup their outlay and will charge accordingly.

If you trust your supplier consider giving them the brief and setting them a budget. They'll be much happier and do better work – at better prices.

Pitching is a way to get a fresh perspective and to see what an agency can do for you. But limit the creative brief as much as possible.

Pitches that aim to solve the world are wasteful and often unfruitful. After all, how many briefs evolve or change during the early stages of a major project? Quite a few in our experience.



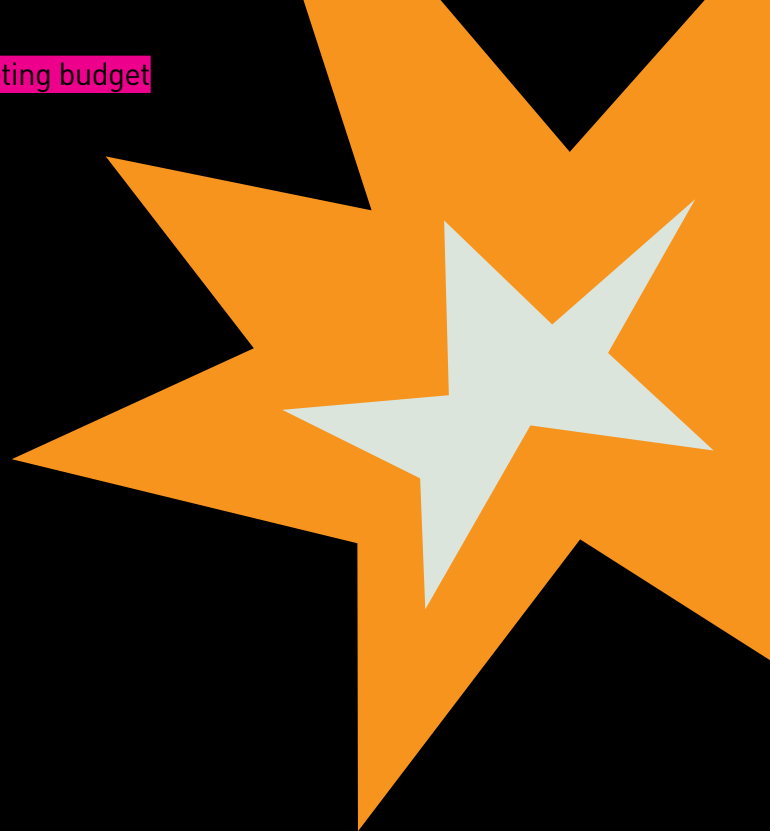
10. Set budgets

Costing creative work is never an exact science. Apart from long-standing relationships, agencies quite often have to guesstimate how long a project will take or what the client's expectation will be.

Setting and agreeing realistic budgets can be a good way to get things done **without breaking the bank.**

> Ask us for a copy of our Credit Crunch Briefing Form – as well as the usual headings it has a list of prompts to identify economies.

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