

# 8 Reasons to Outsource Your Graphic Design

 [imageworkscreative.com/blog/should-your-small-business-handle-design-work-house-8-reasons-outsource-your-design/index](https://www.imageworkscreative.com/blog/should-your-small-business-handle-design-work-house-8-reasons-outsource-your-design/index).

Some companies cringe at the mention of outsourcing, but when it comes to graphic design, web design, and branding, outsourcing can be the best option for small and mid-sized businesses. Of course, we're not talking about sending your work overseas or hiring the cheapest freelancer you can find online.

Outsourcing your graphic/web design work to a trusted local firm is a smart move – and here's why:

## 1. Time.

In the beginning, you may feel like you can “fit in” design work around your other projects. A postcard here or there, a few tweaks to your website, and some images for your Facebook page may seem like simple things to create. However, good graphic design takes time and know-how, and trying to fit in the work yourself or tasking other employees to get it done in between their other projects is a recipe for disaster. **Building a business and keeping it running are time-consuming on their own. Outsourcing your design work will allow you and your employees to focus on what you do best.**

## 2. Cost.

Hiring a new employee is expensive. When you factor in recruitment, training time, and benefits like healthcare and paid time off, hiring a dedicated design professional may not be in the budget. Most small businesses don't have enough design work to justify the cost of a full-time employee, either, so even if you can come up with the funds to hire someone, you may find that he or she doesn't have enough work to keep busy. **When you outsource your design to a company like ours, you only pay when you have a project that needs work – and you only pay for the time it takes us to complete the job!**

## 3. Experience.

You went into business because you were an expert in your field. So did we! When you bring in an outside design firm to handle your graphic work and website design, you have an entire team of experienced professionals on your side. If you thought hiring one design was expensive, try hiring an entire team with decades of combined experience! **One of the biggest reasons to outsource is to tap into top-notch creativity and skills that have been tested and improved for many years.**

## 4. Innovation.

Is design your life and livelihood? Professional designers spend countless hours reading up on the latest trends, keeping up with other artists, and working on their skills. Design work isn't just a career – it's a passion, and good designers are always looking for ways to express their creativity and try out new ideas. **Doing your design work in-house means you're more likely to stick with outdated ideas and miss out on the best in creative innovation – and your customers are likely to notice!**

## 5. Honesty.

It's hard to be objective about your own work, and it's even harder for your employees to offer honest criticism of the hand that feeds them. When you bring in an outside design firm, you can count on the team to offer you straight-forward feedback without any sugar-coating. **We can tell you objectively and honestly what works and what doesn't to make your design projects shine and show off the best face of your brand online and in person.**

## 6. Management.

We make it as easy as possible to stay up-to-date on your design projects and make sure everything is moving ahead on schedule. Managing this stuff in house takes more time away from your more important businesses and leaves your employees confused about their priorities. **That's why our web and graphic design team is headed by a dedicated project manager who keeps things rolling and serves as a single point of contact whenever you have questions or concerns.**

## 7. Proof.

How many successful marketing campaigns and websites have you launched? When you outsource your design projects to an experienced firm, you're working with a team of people who can show proven results for their efforts. You don't need to take a chance on what you may or may not be able to create in-house. **Instead, [check out our portfolio](#), and you'll know exactly what you can expect when you work with us!**

## 8. Results.

No one likes wasting time on a project only to discover that it didn't work out as planned. Maybe the whole thing got scrapped because it didn't look the way you wanted, or maybe you got the job done but didn't see an increase in sales or leads as a result of your efforts. When you outsource your design work to an experienced, professional team, you're working with people who know how to deliver real, measurable results. Don't waste your time, money, and hard work on a project that may not pan out. **Hire a firm that will talk to you about your goals and make sure to deliver results.**

Are you ready to see the benefits of outsourced design? [Tell us about your project](#), and we'll take the lead!