



Benefits to outsourcing your PR, media relations, marketing, advertising, communications & other business building & development:

- ◆ Outsourcing is an essential aspect in business resource allocation and management
- ◆ Outsourcing your PR, media relations, marketing, advertising, communications & other business building & development is a cost effective way to build your business without hiring full or part-time employees
- ◆ Your business or organization gains access to specialized and current skills and expertise
- ◆ Your company is provided with an external perspective and viewpoint
- ◆ You benefit from reduced overhead, salary/payroll, recruiting and training costs
- ◆ Your organization has the ability to expense and/or “write off” the complete costs of your outsourced efforts or rendered services
- ◆ Outsourcing allows your business to improve its focus and discover your niche, while you and your staff to focus on your business activities, services and customers

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“The key to building and maintaining a successful business is balance. Specifically, planning out what combination of business building and development techniques are used, in what combination with what resources in what timeframe.” Denise Herbert, President & CEO, DMH Public Relations & Communications Inc.