

# 4 STEPS TO OPTIMIZE MARKETING FULFILLMENT



# FULFILLMENT MATTERS

Fulfillment plays a vital role in your business strategy, serving as a key link between you and your customers, prospects, distributors, retailers and other audiences. It also represents a significant portion of your operating budget.

## FULFILLMENT CHALLENGES

# ARE YOU TRULY GETTING YOUR MONEY'S WORTH FROM YOUR FULFILLMENT PROGRAM?

Or... could you do more, and do it more effectively, while spending less?

Here are four steps you can take to make sure that your fulfillment program delivers the best value and results.

1

Evaluate your  
current program

2

Understand your  
pain points

3

Prioritize and  
implement changes

4

Review and  
refine

## STEP 1:

# EVALUATE YOUR CURRENT PROGRAM

Start by evaluating how well your current program is performing. Is it meeting your expectations? Or, are you experiencing problems in any of the following areas:

### PRODUCTION

- > Do you feel you're spending too much on print?
- > What percentage of your printing costs goes to rush reprint charges?
- > Are you storing large quantities of some items for long periods of time, while constantly running out of other items?
- > Do you find yourself throwing away materials that have become obsolete?

### WAREHOUSING

- > Are your receivables inspected to ensure that the right quantities were delivered and the materials arrived in good condition?
- > Are you notified immediately if there's a discrepancy?
- > Are items placed in stock quickly and ready to order?
- > Does your fulfillment company perform regular audits to double-check inventory levels?

### FULFILLMENT & DISTRIBUTION

- > Are your orders filled quickly and accurately?
- > Do your materials ship by the most cost-effective methods and arrive in good condition?
- > Can you track orders and check inventory levels in real time, and at any time?
- > Are you able to pull and create detailed, customizable reports, on demand?



## STEP 2:

# UNDERSTAND YOUR PAIN POINTS

If you are experiencing problems in any of the areas in step one, you'll want to dig deeper to find out what's causing them.

A good fulfillment company captures data such as real-time inventory levels, days on hand, backorder rates, usage by month, order frequency, obsolescence, order fill rates and orders by user. Analyzing these and other key metrics will give you visibility into your operations and help you set targets and seek solutions for improvement.



## STEP 3:

# PRIORITIZE AND IMPLEMENT CHANGES

Once you've identified problem areas and underlying causes, you're ready to work with your partner to assess and analyze your print and fulfillment operations, so that they run as efficiently and strategically as possible. Prioritize and address issues in order of importance to your business strategy and goals, as well as the benefits you could be maximizing through improvements.

## AT MINIMUM, LOOK FOR THE FOLLOWING CAPABILITIES AND PERFORMANCE STANDARDS FROM YOUR FULFILLMENT PARTNER:

- > Pick-And-Pack Fulfillment
- > Print Management
- > Receiving And Inventory Management
- > Online Ordering
- > Kitting & Booklet Building

## STEP 4:

# REVIEW AND REFINE

Getting the most from your fulfillment program is not a “one and done” proposition. Markets and the business environment in general are constantly changing. New technology, new targets and new communication channels demand constant readjustment to your business tactics.

For those reasons, you and your fulfillment team should perform business reviews to evaluate your results and further refine your fulfillment program needs and parameters. Between those meetings, your team should be available to respond quickly to your questions, concerns and any changes in your workload or program parameters.



## SUMMARY

# TAKING THESE STEPS WILL PUT YOU ON A BETTER PATH TO:

- > Streamlining your print production and fulfillment so that materials are produced more cost-efficiently and get to market faster.
- > Ensuring that you always have inventory on hand when needed, without paying more than you should for printing, storage and fulfillment.
- > Getting the data you need, in real time, to monitor and manage trends in inventory, ordering and shipping.
- > Spending less time managing print and fulfillment and more time on your core responsibilities.



## ABOUT

# AMWARE FULFILLMENT SERVICES

When it comes to the logistics of receiving, storing, managing and shipping your inventory, experience counts. You also need a partner that shares your business values and standards; one that commits to understanding your goals and helping you grow.

For more than 45 years, our team has provided end-to-end print production and fulfillment services, along with tools specifically designed to address our clients' top marketing, business communication and compliance-related challenges, to companies of all sizes.

We have storage and distribution facilities strategically located across the U.S. to serve our clients efficiently. Each of our customers enjoys personalized service from a dedicated fulfillment team, along with same-day shipping on most orders with the highest inventory and delivery accuracy. You can trust Amware to get your messages, materials, and products to market quickly, accurately and cost-effectively.

TO LEARN MORE OR  
START MAXIMIZING YOUR  
MARKETING BUDGET WITH  
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