Staffing Problems? Outsourcing Can Help Fill the Gaps

The pandemic has left many companies operating with fewer employees and struggling to fill open positions. If your company is one of them, consider outsourcing as a resource to expand your workforce, save money, and enhance core competencies.

Here are some of the key benefits of outsourcing to an outside company or consultant:

• **Greater focus on your business.** Outsourcing nonessential functions can give you and your team more time to focus on core services, strategic planning, and growth.

• **Expert help.** Tapping outside talent can give you access to skills and technology you might not have otherwise – whether you need support for your own business or to serve a client.

• **Cost savings.** With outsourcing, you generally only pay for services as you need them without the extra costs associated with hiring a full-time employee.

• **Flexibility.** Outsourcing gives you the flexibility to increase staffing during busy times and scale back during slower periods.

• **Customer support.** Outsourcing customer service can help you respond to customer inquiries more efficiently and reduce backlog.

• **Better work-life balance.** The pandemic has been difficult for everyone, especially employees who are working longer hours because of staffing issues. Adding more “hands on deck” can help ease stress and create a workplace that prioritizes the health and wellbeing of its employees.

Elite has been providing businesses with cost-effective, U.S.-based professional support services for more than 35 years. Find out how our experience can work for you by calling 215-491-0400 to schedule a free consultation.

Supporting Small Businesses in Bucks and Montgomery Counties

The next time you’re in the mood for authentic Italian cuisine, look no further than Altomonte’s Italian Market and Deli. Named for the town in Southern Italy its owners hail from, Altomonte’s has two large markets in Doylestown and Warminster, each with a bakery, deli, butcher, imported and local products, ready-made meals, and more. Their catering service is a popular “go to” throughout Bucks County for family-style feasts and delicious holiday menus. When it’s been a long day at the office, Elite’s house favorite is the homemade Italian meatballs in sauce. Add some pasta, a loaf of bread, and the family-size Caesar salad to your shopping cart and you’ve got the perfect evening meal in minutes. Mangia!

Altomonte's Italian Market & Deli
856 N Easton Rd, Doylestown • 215-489-8889
85 North York Road, Warminster • 215-672-5439
altomontes.com
Helping Businesses Weather the Pandemic

Michael Kutner and his company Distilled Leadership were doing well. The brand features a mix of bourbon tasting, personal coaching, and his natural storytelling abilities to provide clients with unique experiences for business and pleasure.

However, COVID forced Michael to re-think his strategies as it did many small businesses. He reached out to Elite Marketing + Promotions to help him realign his brand and pivot during the pandemic by expanding his online presence. The Elite team strategized with Michael — taking the Distilled Leadership's Whole Brain Thinking course to get an inside view of his main offerings — and provided him with a number of services including new marketing ideas, enhanced messaging, and updated web content for search engine optimization.

The result: Michael was able to find new business and expand into the areas he wanted, helping him stay busy throughout the pandemic and position himself better than ever for post-pandemic opportunities.

Website Evaluation Checklist

A website is one of the most important investments you can make for your business. If you’re not sure if your website is up to snuff, consider the following criteria:

- Strategy – What is the purpose of your website?
- Content – Does your content support the purpose of your website?
- Design – Is your website visually appealing, mobile friendly, and easy for users to navigate?
- Search Engine Optimization – Is your content updated regularly and does it feature keywords relevant to your business?

Need help? Call 215-491-0400 or visit elitemarketingpromotions.com to request a professional marketing evaluation of your website.

If you have iOS 15, follow these steps to scan text into a text message:

1. Tap the cursor in the text message field.
2. Tap the scan text icon that appears. It looks like a square with lines through it.
3. Position your iPhone or iPad so the camera can see the text you want to scan.
4. Tap "insert" when the text you want is highlighted.

Spotlight

Techbytes

Marketing Matters
Why Hire a Marketing Agency When You Can Do It Yourself?

Many small business owners view marketing as another part of the business they can tackle themselves. But if you don’t have the right skills, DIY marketing can lead to painful results. (We’re not going to single anyone out here, but if you Google “Photoshop fails,” you’ll quickly get a boatload of examples of bad marketing…)

One of the main motivators behind DIY marketing is money, but the right marketing agency will pay for itself by bringing in business you might not have otherwise. Still not convinced? Here are six great reasons to hire a marketing agency:

1. Expertise in marketing best practices
2. Outside perspective of how customers view your business
3. Reinvigorate your brand
4. Connect with more customers across multiple platforms
5. Generate more sales
6. Metrics on which marketing channels deliver quality leads
Follow us on social media or visit us online for more small business solutions and marketing tips.

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