The 7 Hidden costs of In-house Fulfilment

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Below are some of the hidden costs in warehousing and storing your own product which can help you weigh the cost benefits of using a fulfilment company.

Here are the top 7 hidden ‘profit hoovers’ of a DIY fulfilment solution:

1. Holding stock takes up space. Have you calculated the cost?
2. How much value do you put on your time?
3. Is your inventory management accurate?
4. Are your packaging costs competitive?
5. Are you getting the best mailing prices?
6. Are you accurately costing your fulfilment or just guessing?
7. What’s the lack of expertise costing you?

If you want to read the full article visit www.spatialglobal.com/7-hidden-costs

Our fulfilment team spends their days on one thing and one thing only: Managing your own fulfilment can provide additional control and comfort but there are many hidden costs that you will need to take into account when evaluating your options.

Using an outsourced fulfilment provider like Spatial Global will reduce your costs and help improve your efficiency with proven systems and processes. If you want to know more then please request our free audit.

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Exporting their unique multi-sensory technology across the world

Whether creating a revolutionary new motion simulation experience to Bollywood Parks™ Dubai, the world’s first theme park dedicated to the Indian film industry, designing and building a family entertainment centre in the heart of Shanghai, China, or the world’s first augmenting reality experience at Cedar Point, the roller coaster capital of the world in Ohio, USA, one thing remains true: the complex nature of getting the product to the destination without damage or delay.

Website Refresh – Let us know what you think?

Take a look around our new website and you’ll see we’re all ears when it comes to listening to your wishes!

Please explore our new website, hopefully it will give you a seasonal cheer... plus a little more ‘Know! Know! Know!’ about all the services we offer.

The website’s had a makeover and hopefully it makes it easier for you to see and understand our range of services. We’re also launching four videos which quickly summarise what we do for our clients in the areas we operate. It would be great if you could let us have some feedback. And if nothing else you’ll get to see Mike, Rachel, Ian, Nikki and Andy with ears that grow – hopefully it will make you smile!
Using mail to reaching new customers under GDPR

NEW CUSTOMERS

Marketing mail, like direct mail and door drops, drives engagement. It’s particularly good for reaching new customers under GDPR as door drops and unaddressed direct mail target postcodes rather than individuals.

GDPR brings changes to rules around consent.
With the proper practices in place your marketing shouldn’t be too badly affected by the new rules around data usage. Firstly, it’s important to make the distinction between first-party marketing (to your existing customers) and third-party marketing (to new prospects).

Marketing to your existing customers under GDPR
Marketing to your existing customers under GDPR is described as being in the ‘legitimate interest’ of your company and its customers. This means that in most cases and for most channels, you just need to provide your customers with a clear opportunity to object when their data is used or collected. A simple and well-worded ‘opt-out’ across all your communications should suffice.

Marketing to prospects using bought in data?
When it comes to third party marketing, you must have clear, affirmative consent in place before you communicate with prospects. This can be difficult and ambiguous when dealing with bought-in name and address data, so you’ll have to choose a third party data provider you can trust to be GDPR compliant.

Mail may be the savour around the GDPR headache for targeting new customers. Marketing mail, like direct mail and door drops, is a great way to cut straight through to prospective customers – because unaddressed mail drops, is a great way to cut straight through to your likely new customers. This means that in most cases and for most channels, you just need to provide your customers with a clear opportunity to object when their data is used or collected. A simple and well-worded ‘opt-out’ across all your communications should suffice.

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