Looking for the magic bullet…

Are you looking for the magic bullet? The one solution to your marketing problems? Well, I can't help you. That's right—I can't help you find the magic bullet because there is no magic bullet!

A while back I had a client who was trying to re-grow his dwindling business. So he launched a social responsibility program. And when that failed to work as planned, he tried a new product and used postcards to sell it. And then that didn't work, so he tried doing do-good projects and used press releases to promote them. And then that didn't quite work either. You know why? Because all of these are tactics and there was no overall strategy or vision. One tactic, whatever it may be, will not result in sustained and increased sales.

When I was in grad school, we learned all about a new concept at the time: Integrated Marketing Communications (IMC). The concept was that your marketing efforts should integrate various tools, such as advertising, public relations, sponsorships, other one umbrella. I have always believed in this view.

Today, people seem to believe that the magic bullet is social media. Build a Facebook Fan Page and you will get clients! Be on Twitter and you will get clients! Write a blog and you will get clients! No, no, no!!! You certainly should consider social media, but one or all of these tools will not guarantee marketing success, especially if you are pursuing each of them haphazardly without an overarching strategy.

There really is no magic bullet. Marketing communications is about strategy and also about trial and error. Some things will work better than others. Something close to a magic bullet may be measurement. If you measure success, you will find out what works best for you. If you don't measure, how

will you know your impact?

Have you been looking for a magic bullet? What have you found?

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