

How to not attract attention

If you are active in marketing communications, you most certainly do want to attract attention for your organization or your clients, right? Well, here is how NOT to do it:

1) Have a lousy website: The uglier the better, extra points if it looks like it was self-designed, designed in 1995, or has a distinctly 80s look and it is 2009.

2) Never put out news about your organization. And make sure any news you do have on your website or other place is from two-three years ago.

3) Ignore social media, after all, it's something the kids are doing, nobody serious. Who needs Twitter, LinkedIn, and all that stuff. Hard to keep up with all that stuff.

4) Never network. On the rare occasion that you do wander out, be sure to forget your business cards and dress sloppily.

5) Don't sweat the small stuff. Sure, it's a great name for a book, it should be a great thing to do. Don't spell check, or keep your phone numbers updated on your website, or let your memberships lapse, don't pay bills...

5) Be rude. After all, if someone contacts you, they shouldn't expect a response, right?

How many marketers do you know that are dead-set on not getting any attention?