

Do this one thing!

You have to do PR if you want to get new clients!

You have to have an optimized website if you want to get new customers!



number 1 by Jon Jordan on Flickr

You have to do content marketing if you want to get new leads!

And most recently,

You have to try Periscope to get some exposure!

In the new world of marketing communications, there is a growing array of standard and innovative possibilities for getting the word out about your business.

From the pre-Internet era we have good old advertising/public relations/marketing, including the use of print materials, broadcast, outdoor, direct mail, etc.

From the Internet-era, we have websites and email marketing.

From the social media-era, we have content marketing, and a seemingly endless stream of networks (Twitter, Pinterest,

Instagram, and so forth) and video in short format (Vine) and in long format (Periscope). And I am sure as I write this, something else is bubbling up to capture our short-attention span.

Here's the thing: all of these work. They work differently, with different audiences and with different levels of "engagement." But the uncomfortable truth is that no one thing will get you leads/customers.

Back in the old days, we had a concept called "integrated marketing communications." It posited that in order to be successful, you had to use a variety of marcomm tools and make sure they were playing nice with each other. For example, if you were using sponsorship and public relations, the PR folks would know what you were sponsoring and the sponsorship folks might in turn get a bit of PR for the sponsorship. You know, everybody working together toward a common goal.

Now it seems that people want a shortcut. They want to try the one thing that will "guarantee" results. Everybody seems to be lurching from one platform to the next, one tactic to another.

If you want to achieve results from your marketing communications efforts you are going to have **to stop being tactical and start being strategic**. Stop thinking in terms of doing one thing to get audiences interested today and start thinking in terms of objectives and actions you want from said audience.

You can't do just one thing.

If you need help figuring out what your communications efforts should be, contact me today! Let's talk.

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?

