

# 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!

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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.**

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