

C MARKETING COMMUNIQUÉ

FROM CLAIRVOYANT COMMUNICATIONS

Industrial-strength marketing communications

Volume 7, Issue 6

June 2008

Mixin' It Up



Just like a good cocktail requires the right mixture of ingredients, a successful marketing communications program has a mix of elements. And just as each person's taste dictates what makes a "good" cocktail, each individual marketing situation dictates which marketing communications tactics will bring success.

So how do you know when to use public relations or direct mail or trade shows or advertising or...? The quick answer is "It depends." It depends on your marketing situation and what you're trying to achieve.

Each communications type has its uses. Here's what I mean.

ADVERTISING is a cost-effective way to reach a lot of people quickly. It can build awareness and/or generate inquiries depending on ad design and the media used. Newspapers, radio, magazines, TV, and billboards each have something to offer that may or may not fit your marketing situation.

DIRECT MAIL is a great way to generate leads from a well-defined audience (usually 5,000 names or less.) Besides a good list, you need a strong offer and eye-catching creative to make direct mail successful.

PUBLIC RELATIONS can educate, enhance credibility and even generate inquiries. However, timing, content and placement of coverage are subject to the whims of editors, so PR is not a good awareness-building tactic.

TRADE SHOWS and **COMMUNITY EVENTS** are worth attending if you have new products or

products that are "hands-on." These are what attendees are usually there for. You can collect good quality leads at a show, but trade show and event participation has less effect on awareness.

WEB SITES are 24/7 information sources. Think of your web site as sales literature on steroids! The best sites offer lots of useful information in interactive formats so visitors can get what they want when they want it.

Successful marketing communications programs utilize several of these communication types. Why? Because a company can repeat their message economically. Because different prospects take in information in different ways. Because seeing a company's message in different forms over time builds credibility and brand recognition.

Need help deciding what communications mix will work best for your company? Call in a professional. Contact me, Claire Cunningham, at 763-546-0479 or 612-709-6845. (claire@clairomm.com)

©Copyright 2008

**CLAIRVOYANT
COMMUNICATIONS**

**Claire Cunningham
The Marcomm Mom™**

P. O. Box 41744
Plymouth, MN 55441

Phone: 763-546-0479
Fax: 763-546-8756
Cell: 612-709-6845
Email: claire@claircomm.com
Web: <http://www.claircomm.com>