
Hidden Elements of Marketing & PR

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By Kathleen Gage

Ask people what marketing means and many have no idea at all. Still others believe that marketing is simply about flyers, posters, ad campaigns, press releases and brochures. Although all of these elements are a part of your marketing strategy, truth be told, there is so much more to marketing.

Marketing is absolutely everything you do in your business. It definitely includes things such as advertising, developing marketing collateral, a corporate identity, knowing how to write a good press release (or having one written), direct mail campaigns, newsletters, and promotional products to name just a few elements. However, marketing reaches far beyond any of the obvious aspects. Key to the success of your marketing is how you take care of your employees, your customers, and what you and your staff are saying about your product or service outside of work. Additionally, it ties into what your employees say about you when on and off the job. Also, it includes how you treat vendors.

Most people have heard that the best advertising is word of mouth. This is very true and yet, many companies miss key opportunities by failing to do all they can to have great word of mouth advertising.

It never ceases to amaze me how many organizations will spend small, and sometimes large, fortunes promoting their business, and yet don't take the time to consider what people experience when they enter the establishment or call the business for the first time. Think about it. How often have you gone into a place of business due to a promotional campaign only to be treated with indifference or downright rudeness by an employee? Or maybe the employee was very polite and made you feel welcome, but they didn't know squat about the product or service?

Recently I went into a store to buy some needed supplies. I was greeted nicely, assisted in what I was purchasing and made to feel like a valued customer. Good experience until I was paying for my purchase and the clerk began badmouthing the fact

that her boss, the owner, took the afternoon off. The clerk seemed to feel obligated to tell me how much better she could run the business if she had the authority and the owner really didn't know what she was doing. I simply smiled secretly wishing for the experience to be over as quickly as possible.

I considered this to be an isolated case and dismissed it as the clerk having a bad day. That is until I went in on another occasion and had a similar experience with another clerk. However, this time the other clerk didn't seem to care if I bought anything or not.

I haven't been back since the second experience, nor do I feel comfortable referring anyone to the store. There are a number of factors that could have contributed to this type of experience. First, the people the owner hired were simply not a good fit for the environment. Second, perhaps the owner indicated that the employees would have more input in the direction of the store than they really do and when staff found out they had very little input they became frustrated and resentful and had no qualms about letting people know how inept the owner is. (Regardless if the owner is skilled or not is not the issue. Perception is). Whatever the reason, I will likely not be back and I am sure I am not the only person who feels this way. What an amazing marketing opportunity is being lost due to a major disconnect in this business.

The key to the success of any business is to take a holistic approach to marketing and PR. Holistic simply means a complete approach. It means finding those hidden opportunities that are often missed. With many businesses floundering due to the current economic conditions, now is a great time to look at the overall experience and impression people have of your business. Anything you do will impact that impression. Are you carefully and honestly looking at all aspects of your marketing and PR? If not, now is the time to begin. If you are unsure of areas to consider I invite you to visit my web site for overviews of many aspects to consider. Click on <http://www.turningpointpresents.com/corptraining.htm> and review each link on that page.