

# Marketing Matters

Answers To Common &  
Not So Common  
Marketing Conundrums

November 2002

[www.mcgillbuckley.com](http://www.mcgillbuckley.com)

## What Matters This Month

### Integrating Your Integrated Marketing Communications

#### Brazen Beating of Our Own Drum

AFSC, a leading integrated security systems company, recently hired us to develop a national magazine campaign. To see what we came up with, visit [www.mcgillbuckley.com](http://www.mcgillbuckley.com).



*In conversation with one of Canada's most respected marketing industry journalists some time ago, the concept of integrated marketing communications came up and was met by a great deal of skepticism from the highly regarded scribe. According to her, it was simply a trendy buzzword and a hollow one at that. As much as we hated to agree with her, we had to concur that the performance of integrated marketing communications has never quite matched the promise.*

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**What Is Integrated Marketing Communications?** In theory, the idea of integrating all marketing and communications—advertising, collaterals, public relations, sales management, sponsorships, social marketing—under a single strategic umbrella to generate a greater return on marketing investments makes a great deal of sense. In other words, a bunch of oars pulling together with a common destination in mind will get always you further, faster than individual rowers paddling about as they see fit.

So, why don't the various functions of a company pull in the same direction when it comes to marketing?

**There Are Not Enough People On Board.** To continue the watercraft analogy, the problem often lies in the fact that people (even within the same marketing department) are happier and feel safer in their own little canoes than they do in a larger vessel. So, as integrated marketers,

we first need to convince those people of the benefits of leaving their safe haven and coax them on board by promising a more fruitful journey.

#### No One Agrees On The Destination.

We often hear the woeful tales of marketing people who have spent months developing a marketing plan, creating complex execution strategies and getting ready to launch only to have everything torpedoed at the last minute by senior management. Frequently, this can happen because the marketing program has been developed in isolation, viewed as a marketing initiative only and not as a business project. Integrated marketing needs to consider all parts of a business and get everyone on board right off the bat.

**Getting Your Ship In Order.** Ironically, one of the biggest problems in integrated marketing communications is communication of the internal kind. Before you start crafting your plans and strategies, you need to take the time to gather information and opinions from across the enterprise. Marketers need to reach out to all areas of the company, not just senior management, before they can reach out to customers.

#### Free Starter Kit!

If you struggle with asking the right questions of your customers, we'll send you "Twenty Questions You'll Be Glad You Asked Your Customers" for free. To request your copy, visit [www.mcgillbuckley.com/specialoffer.html](http://www.mcgillbuckley.com/specialoffer.html).

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### About Us:

McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact Stephen McGill at (613) 728-4199 ext. 22.

**McGill Buckley** Ideas Matter.

Intercreative Marketing

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