

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

March 2003

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What Matters This Month

Must Have Mindsets For Marketing Success.

Brazen Beating of Our Own Drum

Legendary Montréal hotel **Marriott Chateau Champlain** brought us in to develop their new print campaign. To see what we came up with, visit www.mcgillbuckley.com.



Spending our days immersed in marketing activities with a wide cross section of clients gives us a unique opportunity to see the common struggles that marketers face. Amazingly, regardless of the company, industry or location, there are a few key areas where marketers consistently meet their match. When bad things happen to good marketers, it's usually because the people who approve their budgets don't understand what it takes to be a successful marketer.

This month, we'd like to suggest the three key marketing mindsets that form the foundation of marketing success. Feel free to pass them around.

Mindset 1: Marketing Only Works If You're Committed To It. Let's face it, the road to marketing success is not a walk in the park. There will be struggles and missteps along the way but, you must keep going. Start with a plan and (most importantly) implement it. If it needs to be tweaked along the way by all means make the tweaks and keep moving.

Marketing never works as a "sometime" thing. We actually overheard someone say the other day that "someday our company won't need marketing." We'd like to suggest that it will probably be the same day that the company's creditors padlock the front doors.

Mindset 2: Marketing Needs To Be Treated As An Investment. For most marketers, this is the toughest sell but it's one that has to be made. With very few exceptions, marketing is not the world of instant gratification, or immediate payback. Like a good retirement account, marketing takes regular investments to drive sales and build long term brand value. If one of your retirement investments doesn't work out, do you dump all your retirement investments? Hardly. Keep putting money into marketing and carefully watch the level of return each marketing investment is giving you.

Be realistic about what kind of return you can expect. We see far too many companies who run one ad, send out one direct marketing campaign or, go to one trade show and then abandon the undertaking because sales didn't skyrocket.

Mindset 3: Consistent Marketing Is Successful Marketing. One sure way to invite disaster is to constantly change your messages, media and levels of visibility. Given that you have a product or service of sufficient quality, consistency will build familiarity; which builds confidence which leads to sales. Far too many companies make a big marketing splash and then disappear for months when what they should have done is figured out a way to stay in the face of their buyers twelve months a year. Many others make the mistake of changing their messages more often than they change their socks. That only confuses people who might otherwise deal with them.

Experience Intercreative Marketing In Person!

On Tuesday, March 25, 2003 in Ottawa, Stephen McGill of McGill Buckley will be presenting "Intercreative Marketing, Part Art, Part Science and All Process" to the Ottawa chapter of the Canadian Marketing Association. Tickets are \$35 for members, \$45 for non-members and can be purchased by calling Margaret at (613) 232-9113.

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Intercreative Marketing

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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.**

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