

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

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What Matters This Month

Using Project Management Principles To Avoid The Dreaded Marketing Faux Pas.

Brazen Beating of Our Own Drum

Speaking of project management, we're pleased to announce that former client, long-time marketing cohort and project management guru Claude Flight has joined our team as Senior Associate, Planning & Project Management. To find out more, visit www.mcgillbuckley.com



Faux Pas Number 1: A major car manufacturer spends hundreds of thousands of dollars on a direct mail campaign offering free weekend test drives to potential customers only to discover that they don't have enough cars available at the dealer level to honour the offer.

The Result: Delays in fulfilling the offer, red-faced marketing people and thousands of potential customers seeing red.

Faux Pas Number 2: A consumer products company runs a multi-million dollar advertising and direct mail campaign and the volume of calls to the toll-free number shuts down the phone system. The orders that are processed wreak havoc on the fulfillment system and result is a massive delay in shipping orders.

The Result: Loss of good will, good customers and the avoidable waste of millions of dollars of marketing money.

Faux Pas Number 3: Yet another car manufacturer runs a glossy print ad showing its brand new European luxury Sport Utility Vehicle towing a big-ass trailer. A trusting customer plops down \$45,000 to buy SUV so that he can tow his big-ass trailer. Only problem is, the SUV can't tow the size of trailer shown in the ad.

The Result: A \$45,000 refund, one very annoyed customer whose vacation was ruined and untold embarrassment and bad publicity for the car maker.

What do all these embarrassing, career rattling marketing examples have in common? Likely, it's that they suffered from a lack of project management.

Project Management For Marketing, A Faux Pas Free Approach. While project management has been widely adopted (with great success) in industries such as construction and manufacturing, its principles have been slow to catch on in the marketing world. With marketing budgets tighter than ever and the pressure to increase results greater than ever, using the core foundations of project management makes a great deal of sense. It could also save you the embarrassment of the poor souls mentioned previously.

Simply put, project management is all about having the smarts, the know-how and the proven processes to understand the complete scope of your marketing project and its relationship to all aspects of your company and its customers. It strives to ensure that all projects are delivered on time, on budget with the level of quality expected. Applying project management discipline to your marketing projects will ensure that all impact is examined, risks are identified, appropriate systems are put in place and that communication is constant. It could also keep you out of the marketing hall of shame.

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If you're considering launching an email campaign or, would like to improve your current campaign results, contact our **Director of Interactive Services, Pierre Lecomte**, and he'll send you a copy of our free report "Email Campaigns That Really Click". Call him at (613) 728-4199 ext. 25, or email him at plecomte@mcgillbuckley.com

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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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