

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

February 2004

www.mcgillbuckley.com

What Matters This Month

Becoming A Marketing Executioner.

Brazen Beating of Our Own Drum

One of Vancouver's most popular hotels recently asked us to develop a new print advertising campaign. To find out more, visit www.mcgillbuckley.com



Marketing journals and marketing newsletters like this one constantly hammer home the importance of sweating your marketing messages, objectives and strategies. That's all time well spent for sure but, aren't far too many marketers forgetting something very important? That very important something is, getting stuff done.

Even if you have the most compelling messages, cutting edge marketing strategies and important, measurable objectives; what good are they if they never see the light of day?

How often are brilliant marketers trumped by more nimble marketers? You know the ones that know how to execute? Sometimes, as unscientific as this sounds, the best thing you can do for your marketing is to do something, anything. We're not advocating doing something dumb but, we are saying that there are a lot of marketers out there that fiddle while their marketing opportunities burn.

What It Takes To Be A Marketing Executioner:

1. Be Willing To Make Decisions: Effective marketing people are seldom the ones that seek to bring consensus, play facilitator, or waffle. They understand that, in order to move things ahead you have to be willing to run with the ball. So, if you have the marketing ball, run with it.

2. Avoid Committees: Speaking of running, if you hear of marketing committee being formed, run as fast as you can the other way. Committees are a good way to keep people informed, they are a totally disastrous and mediocre way to make decisions or, get things done.

3. Be Willing To Sacrifice "Perfect" For "Good Enough.": Marketers should have very high quality standards but, being a perfectionist almost never works. A perfectionist will tweak and preen till the cows come home while someone who realizes that "good enough" is good enough can get the job done (and get to market) faster. Guess who wins?

4. Protect Your Turf: If you have a meddling CEO or, an intrusive VP of Operations, or, an opinionated Sales person, be willing to draw a line in the sand and ask for a "hands-off" approach. If you were hired to get the marketing done, make sure you're allowed to do so. You may (or may not) end up moving on but, you'll probably be a lot more effective (and happy) elsewhere.

Request A Free Project Management Consultation.

If you're like many marketers and struggle with managing the many, many parts of integrated marketing programs, expert help is only a click away. Simply get in touch with **Claude Flight, Senior Associate, Planning & Project Management** and he will set up a free 1 hour consultation as well as give you a free copy of our *Project Management Starter Kit*.

Contact Claude at (613) 728-4199, ext. 41 or, send him an email at cflight@mcgillbuckley.com.

McGill Buckley Ideas Matter.
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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