



Seven Golden Rules of Marketing Communications

1. Start with your objectives – decide what you want the business to achieve and which sectors you want to target, then work out the best way of achieving it
2. Don't just run a marketing campaign when the company isn't very busy! They take time to generate results. Ongoing campaigns raise the profile the business so that it is front of mind when a prospect needs your services, and you don't always know when that will be
3. Inhabit the minds of your customers – look at the products and services from their perspective
4. Be consistent – focus on the core values of the business and the factors influencing customers' decisions. But don't forget to review them to make sure that they still hold true
5. Be clear, confident and enthusiastic, focussing on the benefits that your products and services bring to the customer
6. Integrate your communications – make sure that each channel you use is reinforced by the others – e.g. your website, publicity materials, social media pages and news releases should all be part of your communications strategy and all have the same look and feel
7. Call the experts – if you value marketing communications as an essential part of the company's sales and marketing strategy but don't have the time or the skills to manage it yourself, then call in the professionals. A specialist agency can help to deliver and manage your marketing communications activity while you focus on your key responsibilities