

# Navigating the Marketing Minefield



**# 18    November 2003**

Welcome Richard,

This is the latest edition of '*Navigating the Marketing Minefield*' - a monthly newsletter for business people who find branding, marketing, advertising, promotions to be a bit like wading through a swamp with leaky gumboots... ***You never know how wet your feet will end up.***

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and sticking to your goals?  
Do you set New Year  
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We have some fantastic Goal  
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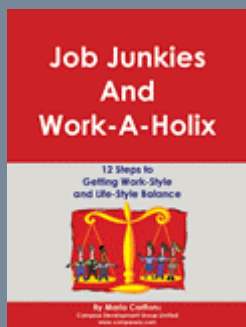
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If you want to share the  
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or a work-a-holic that will  
help you to get more done,  
reduce the time it takes to do  
some things and not tip the  
scales into overload. This e-

## External and Internal Communications in Marketing

There are a number of things that need to be considered in a good marketing plan, such as advertising with media, yellow pages, sponsorship, branding and signage. But one thing that I have found lately that seems to be landing often in the too-hard-basket is having a communication plan that includes both internal and external messaging.

**Internal communication** in relation to your marketing planning is about ensuring that your teams know about what is being promoted, and are ready to answer enquiries from prospects and customers about the current promotion. If you don't already do so, try holding regular meetings to tell staff what is happening. If everyone knows that a special offer is currently available, they are in a better position to prompt customers to take advantage of it. Or if you are using the offer as a test for your advertising, let them know to be aware of how often the special offer is asked for – don't just rely on sales figures to confirm advertising success – you need to know about enquiry rates too.

You are also asking them to tell you what comments are coming back to them from the people they are meeting with. You need to let them know what sort of fact finding you are currently most interested in as this may change at times depending on a variety of things.

**External communication** is about telling your customers and prospects what you are doing, who you may be working with, and how this concerns them. You can do this by advertising, but to support that and really get the messages out there and well received, you can also develop a public relations policy. This is where you take events that are newsworthy, and make a point of sending press releases out to media contacts, trade publications and directly to your database.

Stories printed about you by media and trade publications are generally taken in a different way to those stories that you are 'advertising', even in what we call advertorials (advertisements that feature some text write up that are paid for by you). Because we most often see or hear 'real news' items via the media, there seems to be a preconceived idea by most of us that any 'news' is taken as being more factual and publicly interesting.

The type of stories that are suitable for this include new services or products releases, contracts won, staff comings and goings and awards won.

A press release we wrote for one of our clients recently for a new product release has resulted in them being interviewed for a national TV news programme. To produce a TV commercial and schedule it as a paid advertisement during this same time slot, would have cost many thousands of dollars and not have the same effect as it will have as a news story. This is promotion that you really can't buy!

## New Year Planning Help

If you need help planning your marketing or communications strategy for 2004, email us immediately to reserve some time in January 2004 when we are offering special workshops, one-one coaching and consulting sessions to deal with these challenges. There are only limited places for these sessions, so don't delay – let us know by emailing [planning@compassnz.com](mailto:planning@compassnz.com) to request a full list of available options.

Web Site: [COMPASSNZ.COM](http://COMPASSNZ.COM)