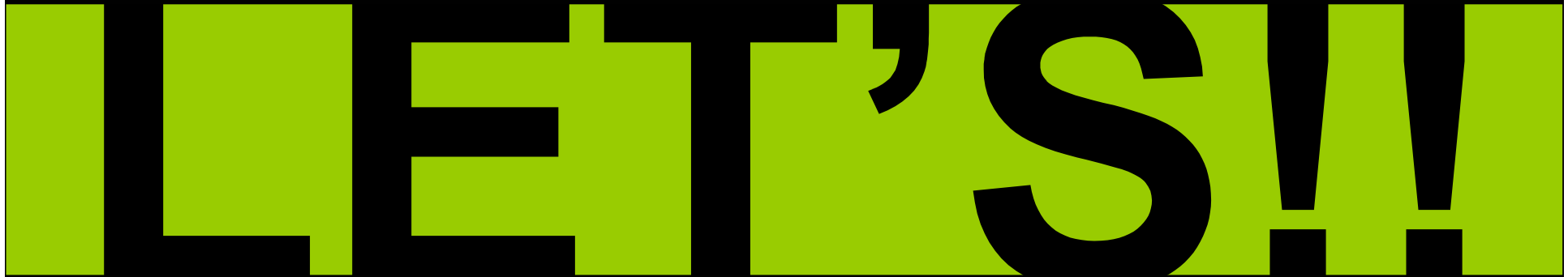


OpusCDM



18 Basic Mistakes in Marketing Communication

LET'S sell this variant
and drive awareness of that
and grow revenue by 30%
and penetration by 10%

eh?

focussed goals = focussed results!

LET'S think a little...

are those other guys doing it?

do the statistics support it?

do we really need it now?

so why should we do it?

think different, grow different!

LET'S follow
the trusted process
it worked last time, right!
it's rational

1+1 always = 2!

if it's safe, it's risky!

LET'S make a
change this time
the creative, the colour...
the message

even the product!

consistency is the brand-mother of recall!

LET'S not think
consumer type strategy,
buddy...

this is B2B!

all decision-makers are people!

LET'S send direct mailers

at least once!

repetition is an opened mailer!

LET'S do a promotion!

at least 0.2% of our market
will notice!

think small, grow slow!

LET'S do an ad!
we'll see how it works
then we'll decide
on the rest!

one exposure is almost zero exposure!

LET'S not choose
media with lower numbers
who's watching?!
who's reading?!

where there's smoke, there's an arsonist!

LET'S go with
the global website
it has everything!

the global website never has everything!

LET'S send
cute emailers!
they'll get the info out
in a flash!

track - resend, modify - resend!

LET'S measure response,
measure response,
and measure response!

why?

it's always important!

if you won't adapt, don't measure!

LET'S ensure that,
in whatever we do,
we can measure results
accurately!

measurements make happy bosses!

LET'S show consumers
how cool our product really is!

benefits mean more than features

LET'S not spend
too much, we'll grow by 15%
and everyone knows us
anyway!

better investments for bigger returns!

LET'S make a plan
that delivers on
all our marketing objectives
without compromise

plan the implementation in the plan!

LET'S spend
4% this year, after all,
that's what's included
in the price!

objectives > strategy / budget

LET'S remove this from the plan
it delivers on 5% of objectives!
it's too expensive!
it's not as effective as that!
the market has changed!
I don't think it will work anymore!

change an ingredient, change the plan!

OpusCDM

MARKETING IS THE BRAND

Marketing is the Brand