

# GrayMatterz

THE ZIMMERMAN GROUP, INC.

*Marketing/Consulting*

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## HOW TO MARKET IN 2010

If you held back on marketing last year because of an iffy economy, you might be searching now for clear advice about how to move forward. Yet if you read the countless sources that bombard you daily, you could end up with more questions than answers.

In the blogosphere, for example, you will read that some pundits believe social media are the biggest game changers since the birth of radio. Others excoriate them as a dramatic waste of time.

Can you still rely on “push” marketing? Some say that consumers today want to be part of the conversation — and don’t want to be preached to.

An alternative? David Ormesher talks about the “pull” of storytelling as a powerful antidote (*Pharmaceutical Executive*, December 2009). In “The Best Story Wins,” he says that traditional pharmaceutical sales and marketing is based on “push,” broadcasting claims and research data to consumers and professionals.

A better approach, he says, is to lay a foundation of emotional rapport with a good story.

So what marketing advice should you take?

Our recommendations:

- i. Experiment with the new technologies and test them, recognizing our dramatically splintered media environment.



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2. But don't ditch techniques that have worked. For instance, you might read that PR is dead. We strongly disagree. But do expand traditional PR with vehicles like Pitch Engine.
3. Remember the basics: you've got to start with strategy first. Don't get drawn into tweeting and FB'ing before you have a solid plan.
4. Integrate all the platforms you're using.

For over 20 years, The Zimmerman Group has partnered with our clients to build awareness, increase sales, and launch new products. We've seen dramatic changes in opportunities and production techniques. Nothing we've ever seen, though, takes the place of starting with a solid strategy.

We just reconnected with a client on LinkedIn for whom we did a major multi-media campaign 15 years ago. She wrote, "the foundation we set with your superb materials and awareness campaign still resonate."

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