

MARCOM...EXPLAINED

What is marketing communications, or marcom? What, exactly, is it you do? How does this fit in with *my* business?

These are common questions posed to professionals in this field. While it's a multi-faceted and ever-evolving discipline, the table below lays out some basics, in the hopes of demystifying things a bit.

Want a more personalized answer? Give me a holler! We can discuss how investing in your marketing communications can reap benefits for your business.

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	Emails	Web Copy	Blog Posts	Social Media	Videos	Copy for Other Digital Properties	Print	Other
Benefits	Best ROI Direct Push approach Can be highly targeted Can be automated Can reuse	Can be good ROI Can be highly targeted Can be automated Can reuse Can easily update Multi-media	Can be great ROI Great for SEO Builds reputation Shareable Multi-media Can be interactive	Can be great ROI Can be targeted Can be automated Builds reputation Highly shareable Multi-media Can be interactive	Great for SEO Engaging, compelling format Use across platforms Great for A/V learners Shareable	Varies: Can facilitate recruiting Can help SEO Builds reputation	Tangible, tactile Direct Can be highly targeted Doesn't require internet Shareable Can help brand awareness	Varies: Tangible, tactile Doesn't require internet Can help brand awareness Can encourage loyalty
Examples	Event invites Product announcements Press releases Company news Newsletters	Product descriptions Service offerings Company info & news Newsletters Events Press releases Resources	Top 10/number lists How To Comparisons Reviews Opinion pieces Value proposition Educational/informational	Facebook LinkedIn YouTube Instagram WeChat Pinterest	Product demos Training Explainers On-demand webcasts	Online communities Wikipedia Job/networking sites Apps Billboards	Flyers Brochures Posters Business cards Menus Direct mail Stickers/decals	Swag Clothing Banners Wall/car wraps Awards & certificates Paper goods
Reach	List members (and whoever they share with)	Can be public, semi-public or private	Can be public, semi-public or private	Can be public, semi-public or private	Can be public, semi-public or private	Can be public, semi-public or private	Can be public or private depending on access control of physical items	Can be public or private depending on access control of physical items
Length	As short, succinct as possible (Remember: May be read on mobile devices)	As short, succinct as possible (Remember: May be viewed on mobile devices)	1200+ words	Varies depending upon platform	Demos/explainers: 1-4 minutes Training: Varies, 1 hour or less	Varies by platform/purpose	Varies by piece/purpose	Varies by item/purpose
Frequency	1-5/month + ad hoc	As needed, with periodic content review	1-5/month	Varies depending upon platform/content/objective, but relatively frequently	As needed, or can create program	As needed, with periodic content review	Varies by piece/purpose, with periodic content review	Varies by item/purpose, with periodic content review