

Corporate Communicator Tips for 2012 - Transcription

Doug Simon, President & CEO – D S Simon

What's your best advice for corporate communicators in twenty-twelve? I'm Doug Simon of D S Simon Productions and we asked some of the *best* corporate strategists and thinkers, to answer that very important question. Now, I see 2012 as the year of PRketing™, when content creation with a public relations voice, designed for an opt-in culture, marries to achieving marketing goals for organizations. But, that's what I think, here's what some of the best thinkers of our day, had to share with you. Best advice for corporate communicators in Twenty-Twelve. Take a look.

Fay Shapiro, Publisher – CommPro.biz

My best tip for corporate communicators in twenty-twelve is about maintaining truth and honesty in your messaging. Losing sight of that just dilutes everything you're trying to communicate.

Eric Wright, Sr. Vice President Marketing & Business Development – D S Simon

When negotiating your spokesperson's contract it's important to make sure you have rights to use content with them for web based journalists. As online video becomes even more omnipresent, it's important that you're maximizing all forms of media for your campaigns. A trend that will only grow in 2012 is that clients will be embracing a more integrated media approach for their initiatives.

Steve Cody, Managing Partner & Co-Founder – Peppercom

Roll up your sleeves and go out and experience your brand your company, your product, your service, from the outside in. And by that I mean go into stores and see how your product stacks up against others. Go onto your website and see how easy it is to navigate. Go into the reception area at one of your locations and see what that in-person experience is like. I guarantee there will be nuances that will shape your corporate communications program, and make it more authentic.

Steve's Recommended Links:

- Steve's Blog: www.RepManBlog.com

Related Articles:

- <http://www.repmanblog.com/files/prnews-samford-lifetime-eprint.pdf>
- <http://www.repmanblog.com/repman/2011/10/the-sixth-question.html>

Christine Deerin, Sr. Vice President Washington DC Operations – D S Simon

Really focus on the *quality* of the audience that you're trying reach as opposed to the *quantity*.

Deborah Brozina – Making Change Productions

Remember that attention span is the new currency. More important than money, its time and attention so *don't* send a message out unless it really is important to *that* person.

Jovanna David, Director of Media Tour Services – D S Simon

Be transparent. Information is too readily available today to try and hide, so be 100% open with your communications tactics and messaging, and you'll find synergy when everything aligns with what your audience knows.

Peter Himler, Founding Principal – Flatiron Communications LLC

See what your competitors are doing, go to the myriad events, and conferences on social, listen, and look at the case studies, there's so many of them that, that are reside there on the Internet that you can find, and then make your choices wisely.

Peter's Recommended Links:

- Website: www.flatironcomm.com
- Peter's Twitter: @PeterHimler
- Peter's Blog: <http://theflack.blogspot.com>

James Yisela, Lead Editor – D S Simon

As an editor, I cannot help but overstate the importance of creating high quality content for your brand. Also, don't be afraid to take risks in developing content.

Lucy Siegel, President & CEO – Bridge Global Strategies

Media coverage, although it's very important, has now got to give way to content that we create ourselves.

Sarah Passarelli, Senior Account Executive – D S Simon

Encourage your agency partners to bring you fresh ideas, and to think outside the box with new strategies. Don't be afraid to take calculated in areas others are not.

Jake Finkelstein, President – Method Savvy

Focus on analytics and what's actually moving, uh, people to, to action. So move beyond CPM as a core measure, and really look across channels, um, to validate what's getting the action and the awareness that you want.

Jake's Recommended Links:

- Method Savvy's Blog: <http://methodsavvy.com/blog>
- Twitter: @methodsavvy

Related Articles:

- <http://www.kaushik.net/avinash/>
- <http://blog.kissmetrics.com/>

Lauren Campbell, Comptroller – D S Simon

The best way to manage financial relationships with suppliers, service providers and clients, is to establish clear lines of communication, when dealing with money matters.

Michael Farr, Managing Director of Content – D S Simon

In twenty twelve and beyond, content is king. Make sure your being innovative and creative with both your content creation and content distribution.

Tameeka Henry, Sales Assistant – D S Simon

Explore all options. It is important not to limit yourself to traditional avenues, especially when new social innovations are becoming a competitive billboard for communicating.

Brian Devenney, Director of Media Relations – D S Simon

Anticipate questions and the needs of your audience, whether it be the media or your client. Staying a step ahead will help you field questions and anticipate any issues that may arise.

Brad Bush, Studio Director – D S Simon

High definition content is the future of corporate messaging. Moving into twenty-twelve, be sure to take advantage of distributors that support *premium* HD content.

Jamie Claudio, Chief of Staff – D S Simon

You will be creating a lot of content in 2012, that's for sure. So make sure to ask yourself every time: "Are you distributing it to all the audiences that would find it of value?"

Roberto Mittotti, TheComplusiveTraveler.TV

There will be a lot of opportunities for, marketers, especially if they shoot in HD.

Heba Elghobashy, Reporting & Media Analysis Manager – D S Simon

The evaluation of data is more important than ever, so be aware of the many different platforms that your client may be featured on.

Tizianna Petraroia, Production & Media Associate – D S Simon

Remember to use a variety of communication pathways when pitching to different outlets. It's important to build relationships, and try *all* forms of communication through phone and follow up with email.

Angela Newland, Receptionist – D S Simon

Both employees and management must maintain the ability to learn and adapt. Keep a high level of awareness in the face of new challenges.

Christy Lutz, Office Administrator – D S Simon

Internal functionality has taken on a new meaning in this challenging economic society. So, corporate efficiency is at a premium.

Kaydee Weeks, Production & Media Coordinator – D S Simon

Whether it be internal, with suppliers, or service providers, it is important to create total clarity on what it will take for you to consider your interaction a total success.