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THE MARKETING ISSUE



AN ORGANIZATIONAL APPROACH

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An organizational approach to 360-degree marketing

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Most definitions of 360-degree marketing refer to strategies led by a sales and marketing team to communicate your solutions and brand through high-visibility channels. But what if you involved your whole business in your marketing efforts? Ideally, you should.

A successful 360-degree organizational marketing approach has the greatest opportunity to support the business's overall goals. With company leadership, outline how the different areas within your organization can play a key role for a successful implementation. Milestone checkpoints can measure a plan's overall success and gauge the performance of organizational

areas outside sales and marketing.

A 360-degree marketing approach should involve all people within your company that have touch points with the market, your customers, suppliers, and influencers. Let's take a closer look to see what this means.

LEVERAGE RELATIONSHIPS

Customer service reps have golden opportunities with client interaction to reinforce your brand, highlight special promotions, and bolster your company's messaging. This group of key personnel often has strong relationships built from serving your customers. With great customer service comes customers willing to sing your praises and likely recommend your company to others.

Similarly, your operations personnel have daily interaction with suppliers and vendors who can help spread your marketing story to

those within their circles of influence. Their contribution could be as simple as a promotional link in an email signature or an informational flyer in your billings.

BE A PART OF KEY CONVERSATIONS

Your company stakeholders and executive leadership team interact with influencers who often have powerful inner circles that need to know about your marketing initiatives. This group isn't directly responsible for plan implementation, but they can carry the company's message and serve as brand ambassadors. Remember, people are going to talk to each other, so make your marketing message and campaigns a part of the conversation.

Key customers are almost always willing to serve as advocates for your business. Your account managers can help determine who would best promote your products and services. Key customers understand that when your marketing efforts are successful, your company is successful, which bodes well for

them. Customers are fantastic advocates because they already know you, your company, and your products and services.

EVERYONE IS RESPONSIBLE FOR SALES AND MARKETING

While your marketing team maintains the ultimate responsibility for effectively implementing the marketing plan, involve others in a 360-degree marketing approach who can help create successful channels and paths. Company leadership will back this up and roll up their sleeves to ensure this is done in a manner that achieves stated goals and objectives. Isn't that a much better option than attempting to execute your marketing activities in a silo? We think it is!

William Russell is managing partner of The Marketing Beacon, a firm that delivers custom-developed marketing solutions designed to generate new customers for your business and grow opportunities from existing clients. Visit www.TheMarketingBeacon.com for more information.