



It's time for communicators to deviate from the Status quo

Excerpts from Lou Hoffman's presentation to the International Association of Business Communicators

I recently had the opportunity to hear **Lou Hoffman from The Hoffman Agency** speak to the International Association of Business Communicators. His topic – *It's time for communicators to deviate from the Status quo* - offered insight into today's best practices in marketing communications. Here are a few of his comments:

Communications must work in harmony

- Google, PR, Ads, Blog, Digital, Web, Social, Paid Content, SEO, Design and Employee communications must all work together.
- We spend so much time talking about control, but content is going to win every time
- Think about training your employees so that they can be self-sufficient. This is particularly important related to social media.
- Aligning with people who have many followers is popular. But don't underestimate the power of micro-influencers. For example, your employees (some firms have 100's of them) have friends, clients and associates that would share your content and promote your firm.

People have only so much mindshare (time to read, watch videos, absorb new ideas).

- Frame your communications to grab mindshare.
- Nobody cares about your message. Firms spend lots of time working out a pristine message that don't resonate with clients. No customer says "that's a great message".

- People want you to help them do their job better, or they want to be entertained.
- Stories that show behind the scenes and tease out what's interesting can work well. People like to repeat stories that are informative or entertaining.
- Don't poo poo the back story. The Navy rescued a family lost at sea and no media outlet would pick the story up. But, once it was discovered that the family was found because they used a coke can to reflect the sun's rays and signal a passing plane, it went viral.

High touch is coming back.

- We still crave personal connection.
- What can we do better to cultivate connection.

The credibility gap between journalists and others is narrowing.

- On-line due diligence has a great deal of power. Think Google.
- Trust in mass media is going down, but people are concerned about what is going on today so they are paying more attention to it (readership is up).

"What is your #1 pain point?" Ask 1000 companies and you find recruitment of talent is always at the top.

- Find authentic ways to engage employees and show them how important they are to your firm.
- Don't make job descriptions look like you don't care about the person.



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