

# Marketing Insights

Marketing & Public Relations Strategies from Bay Marketing Consultants

## Internal Communications: Newsletters & More

Does your organization overlook the importance of internal communications? Internal communications is more than just a monthly newsletter. It should be part of an overall strategy to motivate employees. A good internal communications plan uses proactive strategies to educate and inform employees.

In many cases, an internal communications strategy is developed after there is a crisis that needs addressing, such as a major layoff or buyouts. However, if internal communications is planned out proactively it helps to develop trust between management and employees, which can foster a better, more efficient workforce.

While developing the plan, you and your team should ask the following question: "What values, principles, procedures and behaviors must we foster so that we can achieve our mission?" This will help you to determine the major goals for the plan.

The next step is to think about how you are going to deliver your message

so that it reaches your target audience. A variety of mediums can be utilized, such as flyers, newsletters, brochures and your intranet. Consider the audience in choosing the most appropriate mediums. Do employees have access to a computer for viewing the intranet or a daily e-mail newsletter? Are they more visual, hands-on learners or would they prefer a descriptively written manual? These are just a few of the questions you should ask, but the tools you use should always identify with your primary objectives.

Be aware that while you are trying to motivate employees, you may be asking people in the organization to behave and communicate differently at the same time. This means you will need to help them develop the necessary skills to fulfill the new expectations. For example, a manager may need to learn how to rephrase memos so that they are consistent with the desired changes you are trying to implement.

You will then want to think about your process. Who is going to do each task? When will it be completed? What is your current budget? Always emphasize that internal communications is not a new project, but rather an ongoing process designed to achieve short and long term goals.

Next is the exciting part, implementation. After you have launched your new communications effort, be open to suggestions and

criticism. Conduct occasional, formal or informal surveys to determine the plan's effectiveness and be prepared to make changes and adjustments as necessary. Keep in mind it is an ongoing process.

### Key Issues

- Effective communication comes from the top. Visible senior management commitment helps to get employee buy-in and trust.
- Devise a system that is clear, concise, and speedy. Don't give the grapevine time to distort important information.
- Be open and honest at all times. In times of crisis or extreme change, saying, "I don't know, but I'll try to find out," is more effective than not answering the question.
- Combine written and visual communications. This mix allows you to reach employees with different learning styles and promotes better information retention.
- Be relevant. Do not confuse employees with unnecessary facts and figures.

**Bay Marketing Consultants is a MMBDC Certified MBE**



# Demographic Trends

## Baby Boomers Examine Their Lives

According to trend experts, Baby Boomers are engrossed with reflection and examining their lives. The current fascination with biographical shows such as *Behind The Music*, *John Adams* or *Biography* on A&E, reflects this inclination.

A new report from ReFirement research shows that 38 to 56-year-olds feel they have worked hard for

their money and are more concerned with ways to be charitable and to fit into society. According to ReFirement, 75 percent of this generation, or about 57 million, people grew up poor or in working class families. The study finds that most people of this generation are looking deeply into their lives and their core values and are giving back and wanting to belong.

The introspective trend may be a response to the more material



oriented 90's. *Fortune Magazine* reports that some aging baby boomers are noticing something missing and beginning to feel that stock options and opulent life styles are not as rewarding as they once envisioned. Many are asking, "Is this all there is?"

# Marketing Materials in a Flash

## Bay Marketing Consultants Provides Just-In-Time Services

Bay Marketing Consultants recently worked with two clients to develop marketing materials with firm deadlines.

### The New Hutzel Women's Hospital

Bay Marketing Consultants was contracted to provide support during hard-hat tours for the new Hutzel Women's Hospital just weeks prior to the event. Hutzel, dedicated to serving the unique health-care needs of women and infants, is relocating to the Detroit Medical Center's central campus in Detroit.

Teri deMatas, Bay Marketing Consultants, assisted with planning and logistics. Additionally, materials had to be written, edited, designed and printed to promote the new facility. Bay Marketing Consultants created four different fact sheets and delivered them just in time for the event – even with last minute changes at the printer.



### Continental Plastics

With a major trade show just days away, Continental Plastics called on Bay Marketing Consultants to develop two full-color 11" x 25" tri-fold brochures promoting their services. We accepted the project, did research and provided copy within two days of the initial meeting. Designs were provided three days later and the jobs were on the press less than a week after the first contact. Our printer was even able to make copy changes after plates were made – at a nominal cost.

"While more time is certainly preferred, we pride ourselves on helping our customers meet tight deadlines. We always go the extra step to get the job done," said deMatas.



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