

## INTRODUCTION

The process of predicting realistic goals include planning and strategy. As marketing budgets shrink and consumer demands grow, successful marketing includes structured ideas and consumer participation.

With modern technology and the internet, these goals should span both domestically and globally. In most small businesses, managers can easily modify goals by frequently revisiting their business and marketing plans.

Through Integrated Marketing and Publicity companies can measure results and garner a realistic impact of their market penetration and consumer based efforts.

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# Marketing

## Is The “Grapevine” Working For You?

ACCORDING TO THE CENSUS BUREAU AFRICAN AMERICANS SPEND AN ESTIMATED \$782 BILLION ON CONSUMER PRODUCTS. BY THE YEAR 2010 AFRICAN AMERICAN SPENDING POWER WILL TOP \$1 TRILLION

**1. PITCHING.** Pitching to the media involves a thoughtful, creative and dynamic skill. It is easier to designate a colleague as point person for certain events and press engagements; however, the ability to establish and maintain tactical relationships with media entails the comprehensive finesse of a public relations specialist. As communications coaches, public relations professionals transcend the barriers of mediocrity and gauge media interest, creating “newsworthiness”

**2. MARKETING.** The fundamentals of marketing, advertising and small business practice are often overlooked. These mechanisms utilize tasks and skills within a paradigm which encompasses a distinct strategy. In order to leverage news as “newsworthy,” one must “piggyback” on the client’s service offering to seize and maximize media attention. As with most news stories, they must pique interest, be timely, accurate, involve a unique element of distinction and exceed expectation. Identifying and providing these nuances can undeniably surpass the interest of your media audience.

*“We understand what news is,”* says Ivy K. Pendleton, VP, Marketing and PR for the Couture Agency, *“Pitching, re-pitching, following up and staying abreast of new challenges, deadlines, and protocol are essentials unmatched by ordinary agencies. Media Outreach should be consistent. The technique of procuring media placement is less difficult when an updated database of broadcast fax numbers, accurate names, addresses, telephone numbers and email addresses of journalists is continuously maintained.”* A domain with which to communicate can be the most valuable asset in any public relations segment. Consistency establishes credibility and one must find ways to be proactive on the client’s behalf.

*“Can you afford to remain anonymous in an arena where anonymity cultivates ambiguity? Ask yourself, is the grapevine working for you?”* says Jefferson Stanley, Urban Promotions Manager for the Couture Agency.

**3. NEWSWORTHY.** We are all publicists. As we interact with others, we promote and brand our images, businesses or interests. The image we project is our trademark, and our brand dictates how consumers perceive us and our services. In any industry, but particularly in the entertainment sector, Public Relations remains an identifiable and recognizable brand. A publicist can construct a brand but it is up to the individual to sustain.

**4. PUBLIC RELATIONS.** Public relations is often more difficult than it appears. It is a full-time task that requires skill and expertise to develop. It is not recommended that you try to garner coverage and cultivate the media bridge “in house” unless you have former industry professionals on staff who can manage the effort. Maximizing your marketability by hiring a publicist can be scary at first, but hiring a publicist at the right time should be an integral, ongoing part of your business strategy.