



**HODGES & ASSOCIATES  
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**“Marketing Communications: Step by Step”.** Following is an outline of our proven method -- our principles of discovery:

1. **Define marketing objectives:** By conducting a series of interviews with key members of your organization as well as with others, we develop a thorough understanding of your organization’s objectives and your current activities. Your marketing objectives should flow directly from your overall corporate or organizational objectives. (If you have not established such clear goals, we can help you set them.)
2. **Establish marketing communication objectives:** From your marketing objectives, we help you establish clear marketing communication objectives, to support all of your marketing efforts.
3. **Identify key audiences and structure the core messages:** To address the different segments of your targeted customers and their different understandings of your products and services, we help you identify the core messages that you need to communicate and tailor them to the needs and attitudes of each specific audience. In our experience, most organizations are able to distill their core messages into approximately 10 to 20 key points. Once these core messages are approved by you, they should be communicated to everyone within the organization, and they should become the yardstick by which all of your marketing communication, corporate identity and brand development efforts are measured. We help you do that effectively.
4. **Select the most effective communication techniques:** To bridge the gap between your key audiences and your core messages, we will create a communications strategy. The techniques we recommend will depend on your specific audiences and the most cost-effective ways to reach them. Our recommendations may include, but are not limited to, focus groups, quantitative research, internal communications, business-to-business communications, publications, video productions, press kits and news releases, media relations, meetings, special events and institutional advertising, as well as other effective techniques.

5. **Develop the creative concepts** that will drive your core messages home. These may include a positioning statement on which a total communications strategy can be built. Or the creative concepts may be targeted to specific audiences, markets, niches, campaigns or other needs.
6. **Execute the communications strategy** in a highly professional and consistent manner, with implementation appropriate to your timetable and your budget.
7. **Monitor results and revise plans** to keep the marketing communications strategy, corporate identity and/or brand development program consistently on target.