

What is RGM Communications and who is “Roy G. Miller”?

RGM Communications is a marketing communications (marcom) firm that specializes in helping businesses effectively communicate with other businesses, no matter the tactic or tool that’s required to implement an effective, strategic marcom strategy.



Roy G. Miller is president of RGM Communications. He’s a 23-year communications veteran who’s worked as a communicator at corporations, public relations agencies and at a marketing services

agency. He’s also served as a writer for newspapers and magazines.

Marketing communications ... What does that term really mean?

Organizations commit to marketing and communications every day, in different ways. Their ultimate goal with both is to sell products and services, and to effectively **reach out** to their key audiences.

Spending money on marketing communications seems to be a real waste. Is it?

Successful companies know that marketing communications supplements sales, build image, brand and awareness. Studies quantitatively show a correlation between market success and marketing efforts. Successful companies recognize marketing communications as vital to their success. Sure, it’s easy to waste money on marcom; that’s why marcom should always be strategic, well planned, efficiently executed and definitively measured.

Marcom includes what?

Marcom can include hundreds of different tools and tactics. For example, parts of a marcom program could include:

- ✓ Logo design and development
 - ✓ A print or online advertising campaign
 - ✓ Proactive media relations efforts to secure news articles in magazines, newspapers, TV, radio, online and more
 - ✓ A Web site or intranet/portal that may be accessible to customers, employees or other key audiences
 - ✓ E-mail campaigns, blogs, e-newsletters, audio podcasts, video podcasts and more
 - ✓ Trade show exhibits
 - ✓ Public speaking at conferences, users groups, seminars and trade shows
 - ✓ Promotions and sales incentive programs
 - ✓ Direct mail, letters, postcards and posters
- ...and more*



Company: WOOL.com
THE JOURNAL REPORT: TECHNOLOGY
What's Wool?
 Wool.com has become a cult Web site ... by selling one item a day at a deep discount. Here's its story.
BY KENNA FINGALDO
AND JAMES HANCOCK
 Brian Callahan wanted to unload some merchandise. The marketing director of e-commerce at Rockford Corp. of Temple, Ark., wanted to get rid of his inventory of a device that streams digital content to home phones.
 So Mr. Callahan turned to Wool.com. And in one day, he sold out the entire inventory of thousands of the devices at a steep discount. When Rockford first launched the product in the summer of 2003 it was priced around \$100, a sale on Wool for \$1.99 "blew sales out in seven hours and 53 minutes," says Mr. Callahan. "It was rather extraordinary."
 Wool.com is indeed an anomaly in the e-commerce world. It sells just one product a day from one manufacturer, mainly classical items on the cheap. The sale ends when the stock sells out or at 11:59 p.m., whichever comes first. These are products consumers have never seen in person or even touch about at all. And with each sale, sale launches at midnight Central time, a product could sell out well before many people are even awake.

What company can afford to do all of these things?

Few to none, most of which shouldn't try them all anyway. The key is to develop a marcom strategy that achieves business goals and identifies the best tools and tactics to use, based on your audiences, budget and other criteria.

So, RGM Communications offers all of these marcom services?

Yes. Our first step is to help a company clarify what it really wants to accomplish—and what it expects from

marcom. From there, we craft, clarify and create a plan that outline an appropriate mix of marcom methods, depending on audiences, approach and budget.

But how can one guy do all this?

He can't. RGM Communications is not just Roy G. Miller. RGM extends across a strong network of copy writers, print and online designers, Web and social media experts, videographers and photographers, and more. RGM leverages these preferred providers to give clients an experience that promotes a diverse set of creative solutions and budget options.

Is there a difference between a marcom agency, PR agency and creative services firm?

While there is often overlap of services in each of these firms, they are different. For example, a creative services firm is usually focused more on graphic design. An advertising agency may include graphic design, copy writers and a team of people who buy advertising placements. A PR agency emphasizes writing for news, and working with reporters. RGM Communications is best defined as a business-to-business public relations agency that also excels as a marketing communications provider.

What do I need to know before hiring an agency to help me with marketing or PR?

- ✓ Start with a referral from an advisor or trusted colleague.
- ✓ Identify the type of agency you seek, and know what you will expect from them.
- ✓ Identify agencies and their core strengths.
- ✓ Review agency Web sites, Google them, see their work portfolios and ask for references.

- ✓ Know the players of your specific account, not just the agency principals. Meet all of them.
- ✓ Do not underestimate the Likeability Factor with your agency account team. This is critically important. Some agencies that do great work may be led by someone who rubs you wrong.
- ✓ Have some idea of your marketing/PR budget, and commit to spending it.
- ✓ Don't rush to judgment. Often, it takes three to four months before you will see—or feel—any results. Be patient.
- ✓ Expect a good agency to "shoot straight" with you, not just agree with you. A good agency will provide honest—even troubling—realities that may impact your business and communications efforts.

What does marcom cost?

Costs depend on what specific deliverables you receive from your agency. Costs may be a monthly retainer for time and services, or based on the creative service, page design, layout and printing of particular materials, like a brochure. Some agencies say they won't take a client for less than \$10,000 a month and a 12-month contract. Others work by project or program, and will work within a specific scope of work and timeframe. PR programs can range from as little as \$2,000 a month to as large as \$20,000 a month; Web sites may range from \$5,000 to \$50,000. To receive the best value, an agency should be able to define its scope of work and related costs.

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RGM Communications, based in Wylie, Texas, is led by Roy G. Miller, a 23-year communications veteran in the greater Dallas area. RGM serves small- and mid-sized businesses with public relations and marketing communications services—Business Communications for the Real World™. For more information, see www.rgmcomms.com, send e-mail to rmiller@rgmcomms.com or call (903)422-5117.