

September 2019

See to be seen: innovative integrated marketing strategies

By Nancy Ellen Miller

In a time of short attention spans, the value of any communication strategy lies in its knack to attract, engage, and maintain an audience. Whether you're marketing your brand, drawing in clients, or delivering a core message, in 2019, you have a lot of competition.

Marketing guru Seth Godin tells us that as a communicator you must see to be seen.

Insights into audience behaviour precede brand visibility. The trick is listening, identifying key patterns and concepts, and tracking them to gather clues about what makes people tick, and in some cases, click. Once you know your audience, how do you connect in a way that sticks? Even if your market is niche, how will you stand out amidst other attention merchants? If you've crafted a story that you're sure wins them over, what's the best medium to deliver it?

There's never one way. The best communication strategies are integrated. They are integrated with culture. Integrated with everyday life. Seamless and non-invasive, they add value, delight, and clarity, not disturbance, intrusion and clamour. They are integrated across channels and integrated across mediums.

With most of us carrying smartphones in our pockets,



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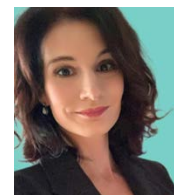
communicators are turning more and more to video to get their message across. We film or stream video anywhere we go. Even if we're not videographers, we communicate with moving images much more than we realize. Instagram accounts, company webpages, and business blogs light up with one-minute films that deliver sound, image, and story. Professional quality videos may take time to ideate, iterate, and edit,

but the ability to capture, convey and call customers to action makes them worth the investment. Videos might start a conversation. They educate on an issue of public interest. They increase word of mouth and word of mouse.

These days, no one needs to be an expert filmmaker to capitalize on the potential of video. Video content is often not distributed by marketers, but by customers. A memorable campaign that I worked on asked followers on

social media to post videos of their travel in the Mekong. Creators of the best one-minute film won a holiday there. Employing video in that communication strategy never required me to pick up a camera. But video was integral to the campaign.

On November 6, PIC hosts a PD workshop that explores all this and more with someone who has more to tell you about video marketing than I'll likely ever know. **Vanessa Holding of Arc + Crown Media** will guide us through the possibilities, A to Z. It's sure to be relevant as well as a pure delight!



Nancy Miller is an experienced communicator and strategist specializing in technology, education, and corporate learning. She can be reached at nancy@nancyellenmiller.com

PIC PERSONALITY:

Meet Alison Wines, SCMP

By Sue Horner



ALISON WINES, SCMP, is a strategic communicator and principal of AlphaJuliet. She provides internal communications advice to help leaders who are navigating through growth and change and want to strengthen their teams. Learn more on her [website](#) or [LinkedIn](#), follow [@AlphaJulietComm](#) on Twitter, call 416-458-9686 or [send an email](#).

When did you launch your business and how did it come about?

I founded AlphaJuliet in March 2017. I had always worked in corporate jobs – as a lawyer, management consultant and then in communication, in Australia and the UK – but had this dream of going out on my own. After moving to Toronto from London, I was unemployed anyway and getting the kids (two girls, 5 and 9) settled in a new city, so it seemed like the right time.

Why “AlphaJuliet”?

When I was trying to think of a good business name, I wanted to relate it to my own name. So I used my first and middle initials, AJ, in phonetic alphabet form.

What do you enjoy most about being an indie?

Being an indie has given me great balance and is everything I hoped for! I’m getting to do the type of work I want for clients I’m passionate about, and do some volunteer work, as well as be the parent I want to be. That kind of holistic life is hard when you’re on someone else’s clock.

I like to work with several clients at a time, helping solve different problems, so I’m enjoying the variety. Right now, I’m working on a number of change management programs and helping a non-profit develop structure around internal communication for the first time. I’ve also just taken on a teaching role at York University, teaching business communication in the School of Continuing Studies.

The constant challenge is rewarding and I feel very lucky.

What don’t you like about being an indie?

Getting consistent work took longer than I expected so the first period was a bit scary. Also, I miss having a team. When you’re an indie, you rely on your own judgment so you have to find different ways to bounce ideas around and get feedback.

What advice would you give someone new to independent life?

Be prepared for a constant rollercoaster. You’ll have periods of extreme joy, and others of despair, and it may be hard to feel like you have

some equilibrium through those periods. You just need to ride that wave. It’s a continuous process, and if you’re doing good quality work, getting out there and meeting new people, trust that things will go well.

How long have you been an IABC/PIC member and what value do you get from your membership?

I’ve been an IABC member since 2011, and was on the board of IABC/Toronto last year. I value the connection with other communicators, both indies and those in a corporate role. It’s nice to have people who understand the nuances of being a professional communicator and appreciate the complexity and strategic aspect. I also appreciate the professional development.

I joined PIC last year and enjoy connecting with and learning from other independent communicators. PIC members understand that rollercoaster and can give the sounding board we need. Also what I do is relatively niche, so it’s good to know people who provide a range of services.



PIC members offer a range of talent, from coaching and media relations to video production and writing. Our PIC Personality feature introduces new members and randomly profiles existing members. Let [Sue Horner](#) or [Nancy Miller](#) know if you’d like to be profiled and they’ll be in touch to set it up. Sue is a writer, principal of [Get It Write](#) and Co-Director of Communications for PIC.

Sept. 19: Come in from the cold at PIC’s Fall Social



Ok, who knows if it will be cold on Thursday. At this time of year, you never can tell. But what better way to kick off the season than with a meet-up with your favourite indies?

Join PIC members and friends for the fall social. Exchange anecdotes of your summer vacation; steal comms tips; suss out a potential collaborator, or chat about digital trends.

Join us at the [Duke of York](#), 39 Prince Arthur Ave., only steps away from Toronto’s St. George subway station. If you have an hour or two beforehand, catch the dinosaur bones at The Royal Ontario Museum or see what’s afoot at Bata Shoe Museum. If you’re on the shy side, hesitant to come out of your zone, fossils or footwear through the ages could be a great conversation starter!

REGISTER NOW

The independent view

By Nkiru Asika

Every year, I feel as if September has snuck up on me. Intellectually, I know there is a month after August. But emotionally, I'm never prepared. I punctuate every conversation with variations of the same theme: "I can't believe it's September!!"...or... "How did we get to September already?!"

This September my second child started University, so that fact alone should have been enough to sear the month in my mind. Yet, I still find myself shaking my head and muttering under my breath about how I've never seen a year fly by so fast. Except of course, last year. And probably the year before that too.

This all stems from the internal turmoil that I bet many freelancers and business owners feel at this time of year. September is like New Year-lite, another milestone month where you check your progress and either stride forward in confidence or retreat in surrender.

If current performance hasn't kept step with your January goals, there can be a tendency to beat yourself up and want to throw in the towel. You start telling yourself that it's too late in the year to catch up to those goals. It's like when you cheat on a diet with a couple of cookies, then decide that you've blown it, so you might as well scoff the entire packet.

But don't let your mind trash-talk you into shrinking your ambitions for the rest of year. By the time you

receive this issue of *The Buzz* on Tuesday, September 17th, there will be 105 days remaining in 2019.

Use these 105 days to meet new people, establish a systemized process for prospecting, launch a new blog, revamp your website, start building an email list, take on a speaking gig, volunteer with IABC or learn a new skill, for example at the PIC seminar on video marketing on November 6th.

What steps will you take over these next 105 days to ramp up your business?

As always, if you have any ideas for professional development topics, possible speakers (including yourself) or any questions, concerns or ideas about PIC, please don't hesitate to reach me at toronto-sig@iabc.toronto.

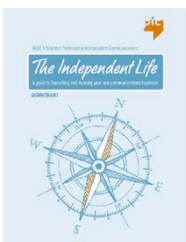
Onwards and upwards.

Nkiru Asika
Chair, PIC; VP, Special Interest Groups, IABC/Toronto



Changes to the PIC member list due October 28

As a PIC member, you can promote yourself at no charge on the [PIC member list](#), which is updated quarterly on the IABC/Toronto website. Send your updates to PIC's director of membership, [Kathy Lim](#), by **October 28**. For new profiles, send your name, company name, city, email address, telephone number, website URL and a brief description of your business (about 40 words).



Get your copy of *The Independent Life*

PIC has a wonderful resource in our e-book, [The Independent Life](#). It shares the wisdom of PIC members with online resources to guide you through the steps in starting your own business, setting up your office, managing your finances, setting fees, marketing and more.

See you on social media

Build and strengthen your connections with other PIC members, advance your communications business, discuss business issues and network with PIC on social media: on Twitter at [@pictoronto](#); LinkedIn, [IABC Toronto Professional Independent Communicators](#); Facebook, [Professional Independent Communicators \(PIC\), part of IABC/Toronto](#).

Recent posts include advice about the "10,000 hours" rule, how to track your learning with Degreed, tips for reaching out to someone you admire and more.

*The position of **Director of Social Media** is still open. Please contact [Nkiru Asika](#) if you're interested in taking this on.*

IABC/TORONTO'S PROFESSIONAL INDEPENDENT COMMUNICATORS PRESENTS:

Video marketing from A to Z:

How to support your clients and promote your own expertise through video marketing

[REGISTER NOW](#)

November 6, 2019

6:30 p.m. to 9 p.m. | Mattamy Athletic Centre, 50 Carlton Street
\$20: IABC member rate | **\$30:** Non-member rate

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 COMMUNICATORS



With **Vanessa Holding**,
 Partner/Executive Producer
 at Arc + Crown Media

[Professional Independent Communicators](#) (PIC) is a special interest group of [IABC/Toronto](#). PIC's mission is to support independent IABC/Toronto communicators through professional development, networking and marketing. [IABC](#) connects communicators from around the world with the insights, resources and people they need to drive their careers and the profession forward.

THE BUZZ *The Buzz* informs members about upcoming events, shares professional development tips from past meetings and keeps us connected. Editor this issue: [Nancy Miller](#) | Graphic design: [Deana De Ciccio](#).

Want to recap a meeting or do other writing for *The Buzz*? Contact [Sue Horner](#) or [Nancy Miller](#).

Quick links

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PIC executive

Contact any of us with questions, comments and ideas for speakers or topics:

Chair: [Nkiru Asika](#)

Past Chair: [Sharon Aschaiek](#)

Communications: [Sue Horner](#), [Nancy Miller](#)

Membership: [Kathy Lim](#)

Programming: [Judy Irwin](#), [Sharon McMillan](#)

Social Media: (*vacant; let us know if you can help!*)

Design: [Deana De Ciccio](#)

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