

# OUR FAVORITE COMMUNICATION

## PROS & CONS

### blog



- ▶ Promotes thought leadership and credibility
- ▶ Benefit for website's SEO

- ▶ Requires regular contributions to be effective
- ▶ Readers may post negative remarks about you

### e-mail



- ▶ Recipients respond when ready
- ▶ Reach many people at once
- ▶ Keep good records

- ▶ Proliferation makes it tough to sort through to the important ones
- ▶ Lacks voice and tone

### media



- ▶ Third-party endorsement implied
- ▶ Free

- ▶ Journalist is in control of the message
- ▶ Could be misquoted

### phone



- ▶ Old fashioned, personal touch
- ▶ More in-depth conversations

- ▶ Reaching voice mails can be frustrating
- ▶ Takes a lot of time to reach many people

### podcast



- ▶ Easy to create
- ▶ Good resource for people seeking info who don't want to read it

- ▶ Aren't easily "googled"
- ▶ Popularity has waned, replaced by short, streaming video

### video



- ▶ A picture's worth 1,000 words
- ▶ Emotional and visual connection

- ▶ Production is time consuming
- ▶ Expensive

### webinar



- ▶ Cost-effective vs. meetings
- ▶ Post recordings on your website

- ▶ Tough to get and keep attendees
- ▶ Technical difficulties

### social media



- ▶ Instant feedback
- ▶ Wide distribution
- ▶ Aids brand awareness

- ▶ Compliance hurdles
- ▶ Time consuming

### white paper



- ▶ In-depth, describing your unique point of view
- ▶ Lead generator

- ▶ Time intense
- ▶ Can be dry/boring