

Leave It to the Pros

In the age of DIY websites, social media, and handheld videography, it's easy to forget that the field of communications is a professional specialty, just like managing contracts, accounting, and talent acquisition. This issue of *KB CommEntary* presents 10 signs that might indicate you could use the help of a communications professional.

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us busy. Recent and ongoing projects include:

- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, customer presentations and letters, product marketing brochures and data sheets, and training materials
- Formatting and revising periodically reviewed manufacturing standard operating procedures and work instructions for a pharmaceutical company
- Writing manufacturing reports for a pharmaceutical company
- Drafting CMC modules for electronic submission to health authorities on behalf of a pharmaceutical company
- Reviewing and editing for consistency and accuracy response documents and associated modules for electronic submission to health authorities on behalf of pharmaceutical companies

KB COMM LLC is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

Ten Signs You Might Need a Communications Professional

1. Communications are so stressful and frustrating that just the thought of having to produce your next blog post, newsletter article, or memo makes your hands sweat.

Tip: A communications professional can make the job much easier—interviewing you to discuss your preferred topics; writing drafts from interview notes, research, or your outline; and ensuring the finished piece is top-quality.

2. You look for ways to fit as much information as possible on each slide of your presentations.

Tip: A professional can coach you on the most effective ways to present information on your slides (hint—the fewer bullet points, the better).

3. You spend so much time creating marketing collateral that you end up working late and on weekends to meet your deadlines.

Tip: Work smarter, not harder. A professional can work with you to save you time and effort.

4. Your company provides a variety of templates for all kinds of documents, but you have trouble using them correctly.

Tip: Relax! It takes many years to learn all the ins and outs of programs like Microsoft Word, PowerPoint, and Excel. A pro can handle those templates with ease.

5. You launched your website 6 months ago, but there hasn't been much traffic to the site.

Tip: A pro can review your web statistics, determine where your visitors are going, and develop a plan to optimize your site for search engines.

6. You send out six different e-newsletters to your customers every week, but sales seem to be stagnant.

Tip: A pro can talk to you about your marketing strategy, review the e-newsletters, and suggest ways to reach the right customers with the right content—saving you money while increasing sales.

7. Your company Facebook page has thousands of likes, but it takes you several hours a week to keep up with it.

Tip: The “spray and pray” approach rarely works. Let a pro develop a content management plan and editorial calendar that will make your Facebook page easier to manage.

8. Your staff planned and hosted an event designed for 100 members of the trade press, but only 7 people showed up—and 4 of them were bloggers.

Tip: PR and event promotion is a specialized skill. Hire a pro who can target the right people and the right media.

9. One of your ads ends up as a viral Facebook post because of a very embarrassing typo.

Tip: Although you always use a spell checker, these programs are not 100% foolproof. A pro will review all of your ads within context and deliver error-free copy.

10. A senior executive noticed a factual error in the last report you submitted to top leadership and pointed it out to your boss.

Tip: A pro can check all the facts and work with you and your subject-matter expert to make sure your documents are 100% accurate.

Does anything on this list sound familiar? Not to worry! Call KB COMM today so we can start working with you to improve your communications.

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

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KB COMM

kbcommllc.com

