



building revenue

RCR Newsletter [2] – October 2010

Marketing Intelligence

RCR exists to build revenue, capability and reputation for our clients, and this occasional update brings you insights and tips that will help you do just that. Some of them come from RCR, while others are drawn from the wider world of marketing and business development because they struck a chord of wisdom with us, or made us smile. We hope you find this edition inspiring: if you have any comments, or if you'd prefer not to receive it in future, then do email us at info@rcrpartnership.com.

RCR keeps growing! We're delighted to report that we've been joined by a new director of strategy and operations, Paul Griffith. Paul is responsible for driving our own growth as well as advising key clients on how they can achieve their marketing ambitions. You can read more about Paul and his track record [here](#)

How to make your media coverage work harder for you

At RCR we often meet businesses that invest considerable time and cash in generating coverage in the national or trade media. They get news stories published; they're quoted or interviewed as industry experts; and they write opinion pieces on topical issues. We love these kinds of companies – they are out there building their reputations and getting noticed, but we get frustrated when they don't make that media coverage really work for them. This [article](#) provides some creative suggestions for improving the return on investment from PR through integrated marketing.

Are you sabotaging your business?

If you own or run a growing business, then you're irreplaceable. Right? But what's holding your business back from growing? Could it be as simple as... you? A recent [article](#) from Real Business highlights six reasons why you could be sabotaging your business.

Thinking of using a telesales company? Read this first

Nigel Blake of Perfect Pitch offers some [expert insights](#) into how to choose and manage a telemarketing company to successfully generate leads and meetings.

And finally....

Far be it from us to suggest that marketing is anything but a serious subject, but we did smile at [this cartoon](#) from the wonderful Dilbert.

Until next time!