



news + views



Dear Friends,

Over the course of my career, I've seen it done many ways. Running an agency and providing outside marketing/PR counsel has given me the opportunity to witness and participate in all sorts of iterations of the marketing process. I've worked with companies that have no dedicated marketing personnel, some with fully staffed marketing departments, and others with lone marketing directors managing one or more agencies.

What works best? Well, that depends on many factors and whom you ask, but in my obviously biased opinion, an outside marketing communications agency provides advantages that can't be replicated in-house. Here are just a few:

1) Fresh perspective and objectivity

Consumed with day-to-day brand execution and internal responsibilities, owners and employees may find it difficult to view their company from the eyes of the consumer. In short, being immersed in a brand can sometimes cause tunnel vision. Coming from the outside and not influenced by internal beliefs, an agency brings a more critical eye and objectivity in its recommendations. A fresh perspective is one of the biggest benefits of using an outside agency.

2) A variety of skill sets

Telling a company's story requires a combination of skills across multiple channels. You'll need senior marketing and creative professionals, designers, copywriters, PR specialists, social media marketing experts, media-buyers, and more to be successful. Assembling such an accomplished team in-house will prove to be difficult and very expensive. Tapping the resources of an agency is a cost-effective way to gain access to top-level talent and firepower when you need it.

3) Industry contacts and relationships

Choosing an agency with longevity in your industry and market will open doors of opportunity that have taken years to cultivate. Media contacts, political connections, association memberships – all can be leveraged to a client's tremendous advantage. Not to mention, co-branding opportunities and strategic partnerships with the agency's other clients.

While I can go on about the advantages of hiring an agency, instead I'll close with a big disclaimer. Every organization has its own specific needs, and no two agencies are alike. My most successful client relationships over the years have been with

companies where I've worked directly with the CEO and with others where we've collaborated with an internal marketing person.

Whatever the case, whether it's external, internal, or a combination of both, my experience shows that when a marketing team is comprised of passionate, dedicated, and creative people working in unison and with trust, magic happens.

I'm happily available to those who would like to talk specifically about how tapping into the talent and resources of a marketing agency will benefit their business.

I look forward to hearing from you!



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Hilliards Love Bug Truffles



Hilliards Chocolates, New England's leading maker of artisan chocolates and specialty candies, is known for their handmade dessert-size truffles that come in flavors ranging from raspberry and coconut to s'mores and Kahlua. For Valentine's Day, Hilliards is featuring the **Love Bug Truffle**, a mouthwatering confection offering a double dose of rich chocolate with a center of pure dark chocolate ganache covered in creamy white chocolate, then rolled in sweet crunchy pink coconut. Love Bug Truffles are the perfect gift for whomever you want to impress this Valentine's Day. They can be **ordered online** in any quantity or purchased at Hilliards stores in North Easton, Norwell, or Mansfield.



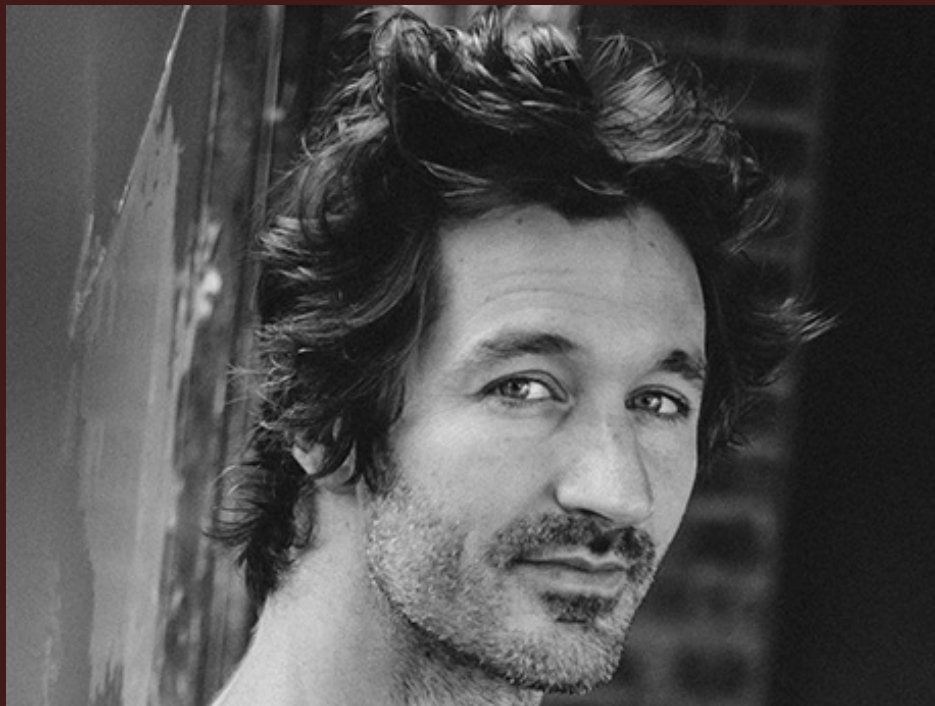
#LoveRoyally



On Valentine's Day, **Royal Sonesta Boston** is presenting **Love Royally**, an annual one-night-only event offering an intimate evening of fine dining, live entertainment, and dancing enhanced by a picturesque view of the Charles River and the Boston skyline. Sweep your sweetheart off their feet with a decadent four-course dinner prepared by Executive Chef Brian Dandro, a champagne toast, and a serenade of classic American love songs performed by Boston's favorite crooner Rich DiMare and his four piece jazz ensemble. Plan an evening to remember and take it to new heights by staying overnight upstairs in one of the city's most romantic moonlit view guest rooms. Click [here](#) for more information.



An Evening With Griffin House



Whether you're out with friends or coupling for the evening, you'll enjoy **An Evening with Griffin House** at **City Winery Boston**. Nashville-based singer-songwriter Griffin House will feature a repertoire of hits including "The Guy That Says Goodbye to You Is out of His Mind," "Better Than Love," and more. City Winery's regular dinner menu will be available in the concert venue during the show along with the full wine and drink menu. To end the evening on a sweet note, guests who purchase a bottle or carafe of wine will receive a complimentary dessert of Dark Chocolate & Strawberry Pavlova. Get your tickets [here](#).



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