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Based on transformation and technology, current principles of marketing communications require considerable rethinking in light of the available “conduits” to communicate with others. With a relook at past marketing communications principles in mind – the following **new marketing communications principles** are provided for your consideration, review, and use.

These principles have been developed using the approach submitted by Christopher E. Van Avery in his writings on the need for America to revise and expand its principles of war to effectively plan and execute the more expansive and complex warfare of the future battlefield<sup>i</sup>. While communication in the business arena is certainly not war, the principles of war<sup>ii</sup> have always served as a solid framework for considering marketing communications efforts. These **new marketing principles** may be useful in helping provide a framework from which individuals and organizations can better ensure effective and efficient communications efforts.

### 12 New Principles of Marketing Communications

*Marketing Communications* require an achievable business objective to be effective. Whether it is *reaching, informing, engaging, and/or encouraging*<sup>iii</sup> individuals of interest, the achievable business objective is the starting point for understanding and applying the following principles of marketing communications.

1 **Objective** is focusing all efforts toward the decisive achievement of obtainable business results from the use of communications.

2 **Speed** is the rapid execution of all functions and operations related to communications.

3 **Concentration of Effects** is the focusing of traditional and advanced communications techniques to achieve business objectives.

4 **Economy of Effects** is employing the right number and combination of communications tools and techniques to achieve desired results.

5 **Pervasive Awareness** is building an in-depth knowledge of the market, the client, and the competition – to include their centers of gravity and challenges.

6 **Continuous Planning** is the ongoing development and redevelopment of courses of action, for the current situation and contingencies, to rapidly achieve business results.

7 **Flexibility** is rapidly adapting to new or different requirements or situations.

8 **Sustainment** is ensuring the persistence of communications tools and techniques to see the communication effort through, from initiation to completion of business results.

9 **Efficiency of Command** is ensuring there are no more layers of required approval than necessary for communication efforts.

10 **Security** is ensuring the safety and integrity of messages and responses during all phases of the communications effort.

11 **Integration of Actors** is allowing appropriate participation in planning, and assigning useful tasks to all individuals and organizations taking part in a communications effort.

12 **Surprise** is acting in an unpredictable fashion to leverage the utility of effects.

Transformation and technology continue to expand and complicate the marketing communications arena.

With this expansion and complication, it appears that the independence of individual communications principles is now a thing of the past.

In reality, like the actors and systems in today's new world of communication, these marketing communications principles are absolutely interdependent each other.

This "interdependency of principles" can be a true benefit to marketing communications professionals today because when the principles are applied together they can provide quite a synergistic effect to the effectiveness and efficiency of the efforts of those who employ them.

**New times, new requirements, new principles.**

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<sup>i</sup> Van Avery, Chris, *12 New Principles of War*, Armed Force Journal, The Defense News Media Group, <http://kuex.us/317e> (July 2007)

<sup>ii</sup> Principles of War, Wikipedia, [http://en.wikipedia.org/wiki/Principles\\_of\\_War](http://en.wikipedia.org/wiki/Principles_of_War) (October 30, 2009)

<sup>iii</sup> A Simple Continuum for Online, Print and Face to Face Communication  
<http://kuex.us/317c> (October 30, 2009)