

The 5MetaCom Process

5MetaCom's approach to technical and scientific marketing



How does 5MetaCom’s approach work?

Let’s look closer at each of the five components of the 5MetaCom approach.

What makes us different?

Our process for technical and scientific marketing makes us different. Other agencies may focus just on creative. Or jump straight to tactics. Sometimes they skip over process altogether. We look different than them. And we want to. Why? To replicate success. Our clients’ success.

Having a process guides our marketing efforts. It helps us create clearer, more effective and memorable marketing communications.

Using this process, and being able to explain how it works, makes our clients more comfortable with what we’re doing on their behalf. And why we’re doing it that way. So we’ve found that being different is a good thing. For our clients, and for us.

1. Strategy: Seizing opportunities.

What is strategy? For branding endeavors, strategy establishes your marketplace position to communicate what you do and who you’re for. For marketing/advertising campaigns, strategy leverages current marketplace conditions.

How does 5MetaCom approach strategy development? *As the heart and lifeblood of marketing communications.* Our work begins and ends with the client’s marketing objective. To fulfill that objective, we develop ideas, approaches and strategies to create or seize marketplace opportunities.

2. Message: What to say.

What is the message? In its simplest state, the message is the idea being communicated.



How does 5MetaCom approach message development? *As a tool for changing minds.* The message motivates audiences to move from their current mindset to the client’s desired mindset for them. Unlike most agencies, 5MetaCom separates message from creative development. Why? To ensure the message doesn’t change from its original intent. The message takes the form of a plain spoken, dispassionate, audience-focused idea and becomes a benchmark for future creative.

3. Creative: How to say it.

What is the creative? Something audiences will notice, understand and respond to.

How does 5MetaCom approach creative? *With discipline.* Unlike other agencies, 5MetaCom doesn’t develop creative simply for the sake of being creative. 5MetaCom creates attention-getting, interesting, attractive, understandable communications which stay loyal to the client’s brand.

4. Tactics: How to deliver it.

What are tactics? Tools to deliver the message and creative into the marketplace.

How does 5MetaCom approach tactical development? *As a system.* Each tactic has a specific objective and intended use within that system. The set of tactics works together to lead audiences to a desired action.

5. Process: How to get it done.

What is the process? The procedures 5MetaCom uses to bring all these elements together in a coordinated, effective fashion.

How does 5MetaCom approach process? *As fundamental to achieving client objectives.* Process seems dull and boring. And it is. But it yields superior results. The chaos and confusion you find in most agencies creates a hit-or-miss environment. We develop and replicate processes using proprietary systems, software, forms and process flow including:

5MetaCom processes

- Quality-control measures: proofreading, footnote auditing, fact checking
- Budgeting and forecasting
- Traffic
- Project management
- Project costing
- Documentation standards
- Production control
- Purchasing
- Media ordering
- Archiving
- Sourcing files, electronic and physical samples
- Interdepartmental communication
- Proprietary operation management software

What does marketing development without a process look like?



Development without a process is chaotic, random, disconnected and expensive. Creative tends to take center stage and other essential components, such as strategy and message, take a secondary role.