



Worldcom PR Tips

Monthly Highlights With Expert Advice From Our Partners Around The World

Hello Worldcom Follower,

There are a lot of challenges in marketing and public relations. It could be unlocking the puzzle of creating communications for the multicultural audience that uses your products or services. Or, it might be understanding the nuances of the online world with challenges like web accessibility, creating impactful data visualizations or getting your customer through the marketing funnel.

This month, Worldcom Partners from around the globe give insights, examples and strategies to deal with all of these challenges and more. Find thought-provoking posts about Omnichannel marketing, creative commons licensing, leveraging gamification and sports marketing. Don't miss the case study about the *2024 Mental State of the World Report* and a special report about *C-Suite Perspectives on Workplace and Business Trends*.



Creating Impact with Multicultural Communications

In today's globalized marketplace, multicultural communications have become essential for to connect with diverse audiences with different cultural references. Effective multicultural communication goes beyond simple translation; it requires understanding cultural nuances, preferences, and communication styles across different demographics and regions of the world.

For global companies and brands, the impact of multicultural communications can profound. When executed thoughtfully, companies can reach previously untapped markets, build authentic connections in local markets, and create inclusive brand experiences. Organizations that embrace this approach often see increased value through several metrics including customer loyalty, enhanced brand reputation, and improved market penetration in diverse communities.

Insights from Experts Around the World

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Insights

Case Studies and Reports



Case Study

2024 Mental State of the World Report across Africa Campaign

Insights from **Tell-em PR**, our partner in Nairobi, Kenya

Tell-em PR was approached by Sapien Labs, a nonprofit founded in 2016 focused on understanding the human mind through large scale, real-time data collection, for a global report they wanted to showcase to the media across Africa.

Tell-em PR created a campaign focused on four key markets: Kenya, Nigeria, Tanzania, and South Africa, each a major communication and business hub on the continent. We recommended drafting a press release highlighting country-specific insights such as relevant market data and statistics for each of the key countries – Kenya, Nigeria and South Africa.



Report

C-Suite Perspectives on Workplace and Business Trends

Insights from [Padilla](#), our partner in Minneapolis, Minnesota, United States

Curious about what's on the minds of today's leaders? What's driving their decision-making? How are they feeling about adopting AI, the state of employee well-being and hybrid work, and the pressures on DEI and ESG initiatives? What are their business priorities and succession plans?

Worldcom Partner Padilla 3rd annual C-suite Perspectives study is compiled from a survey of more than 100 C-suite executives and 1,000 employed adults and in-depth interviews with nearly 50 C-suite leaders, the report reveals a clear trend: leaders feel a renewed sense of urgency to move past the reactive management style of recent years.

[Find out more about C-Suite Trends >](#)

News from Around the Partnership

- [Maarc acquires Ulysse Communication](#)
- [NST Announces new Senior Account Director](#)
- [Worldcom hosts 2025 Young Professionals Meeting](#)
- [LF Channel updates website to make it more accessible](#)
- [Nuffer, Smith, Tucker Named AOR for Paso Robles Wine Country Alliance](#)
- [Worldcom Brings Expertise to 2025 PR in Cannes](#)

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Insights from our Experts



Why Stakeholder Communication takes on more importance with Double Materiality and CSRD

Insights from [True Digital Communications](#), our partner in Cleveland, Ohio, United States

In digital marketing, brands are always looking for way to drive deeper audience engagement. Actively engaged customers can lead to a higher level of brand awareness. In addition, it can help drive marketing goals like higher sales and strategy development.

Using a Gamification strategy offers a wide variety of benefits. And when it's leveraged correctly, it not only can drive KPIs and uncovering key audience insights. Let's take a closer look at gamification marketing and how brands should get started in executing this unique customer engagement strategy.

There are several aspects to help you understand about gamification marketing and how to develop a strategy.

[Learn about Leveraging Marketing Gamification >](#)



Reusing Creative Commons-licensed Media

Insights from [Beutler Ink](#), our partner in Washington, DC, United States

In the online world, there is a common misconception that if something is on Wikipedia, it must

be completely and totally free for them to use however they want—especially images. Among certain unnamed news outlets , this practice happens on a very frequent basis.

There are different types of licensing online and it is important to understand each and how they can be used.

[**Get Insights About Creative Commons Licensing >**](#)



Driving Customers through the Marketing Funnel

*Insights from **HBi Communications**, our partner in Munich, Germany*

We also have heard to the marketing funnel. It demonstrates the stages of interaction with a company from the initial introduction through transaction to ongoing engagement. When a prospective client finds your business through a tailored public relations campaign, a social media campaign, or a specialized article, they only have a brief time to go from making contact to choosing to engage with your business or use your goods and services. Driving the customer or client through the marketing funnel takes a focused approach in order to travel through the entire communication process.

From initial interest to enduring patronage, the funnel aids in generating attention, delivering pertinent communications, and eventually converting leads into paying consumers. Agencies in the technology and innovation understand how crucial a carefully considered funnel is to connecting with the right audience, establishing credibility, and fostering long-lasting partnerships.

[**Get Tips on Driving Customers Through the Marketing Funnel >**](#)



Avoid These 3 Mistakes in Data Visualizations

Insights from [Standing Partnership](#), our partner in St. Louis, Missouri, United States

When you need to communicate information about data, creating a compelling data visualization can be more effective than publishing a data table or providing a spreadsheet to clients or management. Company executives expect marketing teams to deliver insights to provide actionable ways to inform business decisions and demonstrate meeting success metrics. However, drawing actionable conclusions from a spreadsheet of data can be cumbersome and time consuming.

Data visualization can help represent complex information in a digestible form, without overwhelming the audience. Using the right data visualization can be worth more than pages of text or spreadsheets of data when communicating the outcome of a marketing effort. When reporting critical data, strong visualization could be your best tool for illustrating the impact of your programs and the return on investment.

[Learn to Avoid this Data Visualization Mistakes >](#)



3 Updated Strategies for Email Marketing

Insights from [RW Jones](#), our partner in Meadow Lands, Pennsylvania, United States

To develop the right email communication strategy, it takes more than just counting how many email messages make it to the inbox. Email marketing, after being declared dead a few times, continues to thrive. With 333.2 billion messages sent daily across the globe, that figure is

projected to grow to 376 billion by 2025.

However, inboxes are getting more crowded than ever and major email platform providers have been implementing stricter spam filters. That means that getting to the inbox itself is more challenging than ever.

[Get insights on Email Strategies >](#)



Making a Website Accessible

Insights from [**LF Channel**](#), our partner in Barcelona, Spain

Worldcom Partner LF Channel recently updated their website to make their website more accessible. The website update includes a tool that features customization that includes text sizing, grayscale adjustment, contrast control, light background, links underline and readable font.

The goal of accessibility standards is to create an inclusive digital experiences for everyone. If you want to make sure your website is accessible, the Web Content Accessibility Guidelines (WCAG) provide a detailed framework for making digital content accessible – covering everything from text and images to forms and multimedia. These guidelines are maintained by the World Wide Web Consortium (W3C). The W3c is the leading global internet standards organization- these guidelines aim to promote a culture of accessibility online.

[Learn about Website Accessibility >](#)



The Impact of Sports on the Marketing Playbook

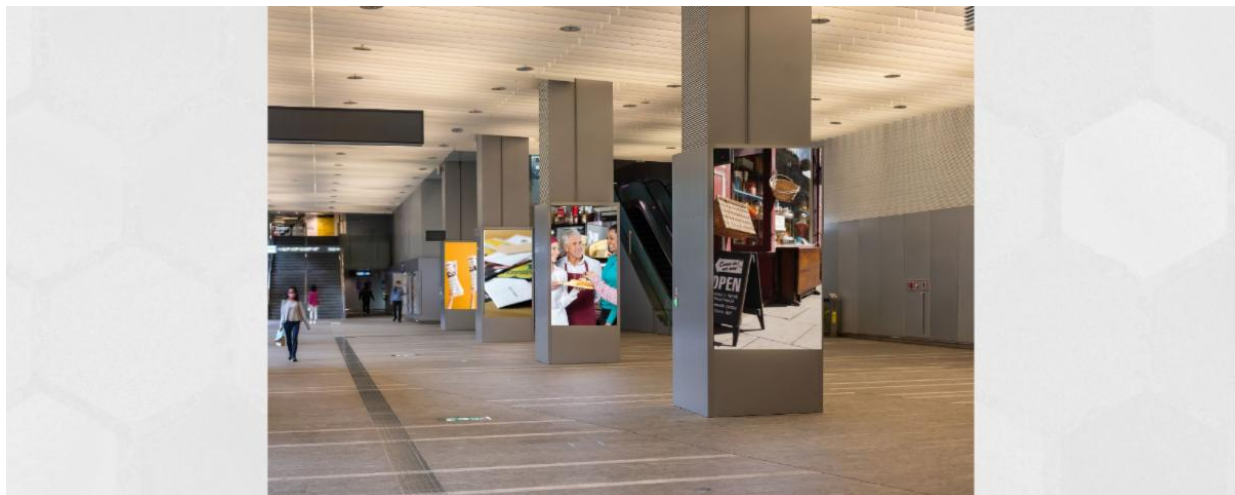
Insights from [RockOrange](#), our partner in Miami, Florida, United States

In most countries, but especially in the United States, sports have always been more than just a game. They are a cultural force. You can see the same growth in Hispanic communities supercharged by the Miami Open and the upcoming Formula 1 Grand Prix.

Today, sports and sporting events have become one of the most powerful and dynamic platforms for brand storytelling. From the Super Bowl to the World Cup, sports are setting the stage for the next wave of marketing innovation, and brands across industries are getting in the game.

So what has changed? In short, everything.

[Learn about the transformation of Sports Marketing >](#)



Offline Opportunities in an Omnichannel Marketing World

Insights from [The Pollack Group](#), our partner in Los Angeles, California, United States

Although the methods for marketing are always evolving, at its core, the goal is clear: to promote and sell products or services to consumers. As agencies and brands continue to embrace the

digital landscape, marketers face a common question: “How can I leverage this to my advantage?”

There isn't one answer for every audience because every channel in marketing will resonate differently depending on the target. While one consumer might be influenced by an Instagram post, another might be drawn to an ad in their daily newspaper. Though these two methods seem worlds apart, both are able to capture a potential customer's attention. In an ever growing digital landscape, physical marketing continues to hold value.

[Get details about Offline Marketing Opportunities >](#)



LinkedIn or blog? Thought Leadership in the Digital Space

*Insights from **Probako Communications**, our partner in Budapest, Hungary*

One of the most important questions in professional positioning in the digital space is: How to build a credible thought leadership presence?

As a leader, not only visibility, but control over the conversation and strategic thoughts are key. Taking a look at the two most commonly used thought leadership platforms – the company blog and LinkedIn – it is important to understand which of the two (or the combination of both?) can achieve the greatest impact.

[Get details about the right channel for Thought Leadership >](#)

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AM	8240	AMSTERDAM	10:25
PA	2787	PARIS	10:30
LA	026	LOS ANGELES	10:35
SI	1099	SINGAPORE	10:40
MI	5278	MILANO	10:40



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