



Marcom Mocha

A free monthly eNewsletter that provides insights and best practices in the world of B2B marketing communications

HOFFMAN
MARKETING COMMUNICATIONS

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In this issue, our latest poll asks you:

"What keeps marcom professionals up at night?"

We also introduce our greatest production to date: The Mother of All White Papers! Plus, check out Hoffman in the News and more.

We welcome your feedback!

info@hoffmanmarcom.com.



Steve Hoffman's LinkedIn Posts

Steve Hoffman is actively publishing directly on LinkedIn. Check out his LinkedIn author page and follow him to keep up with his weekly posts on marketing communications and content marketing.

[Read more...](#)

Readers' Poll: As a Marcom Professional What Keeps You Up at Night?



In our latest readers' poll, we're asking you, the marketing communications professional, about what keeps you up at night. Budget constraints? Deadlines? We want to hear from you!

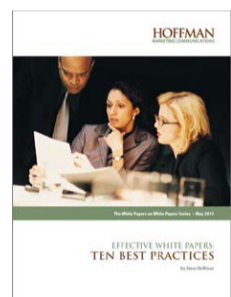
[Click here to take our short, two question poll...](#)

They Said It Couldn't Be Produced! But We Did It! Introducing the MOTHER of All White Papers!

Now, YOU can have access to our BEST practices...

30 years in the making, this white paper captures what we've learned during client engagements throughout our history. See how the white paper "practices what it preaches" by implementing all of the recommended practices.

[Read more and receive your copy today](#)



Hoffman in the News



CommPRO.biz Series: Marcom Tone & Style

CEO Steve Hoffman recently authored a series of posts for CommPRO.biz on Marketing Communications tone, voice, and style that wraps up with a post on style guides.

[Read part 1 in the series here.](#)

Search "Steve Hoffman" on CommPRO.biz to see the subsequent posts.

Marcom Mocha is authored by the marcom experts at Hoffman Marketing Communications, Inc. It draws on our 30 years of marcom experience to deliver insights you can use.

Hoffman Marketing Communications creates B2B product launch materials, white papers, and multimedia. Send us your difficult projects today.

Steve Hoffman
Founder and President
408-778-5414

steve@hoffmanmarcom.com

www.hoffmanmarcom.com