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When Good Companies Do Stupid Things by Judah Getz

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By now most of you are aware of Facebookâ€™s PR disaster. The firmâ€™s secret smear campaign agai
Google has turned out to be one of the biggest fiascos in the companyâ€™s history. Google is no saint,
but they have done a decent job positioning themselves around the idea that you can make money
without doing evil. This is stated as one of their core 10 principles. Facebook could do a better job
following suit. At RBM, one of the largest marketing companies in San Francisco, they believe that
the brand equity lost as part of Facebookâ€™s shortsightedness will take years to recover.

A lot of performance-based marketing firms are missing half the equation. For RBM, performance
means two complementary things. It means that they will treat clients business as if it were their
own, and it means that they focus on delivering measurable business results.

A lot of digital firms deliver their clients performance, but they donâ€™t put the clientâ€™s interests first. T
media industry is notorious for fly-by-night operations that take a very short term approach to
making money. The approach often involves adding poor performing elements to a campaign solely
because they will boost media company margins. They call it â€œmixing bad whiskey in with the good,â€•
and it is a terrible way to do business.

They believe that true performance marketing comes with operating as an extended part of their
clientâ€™s teams, always operating with the clientâ€™s interest in mind. That creates the greatest long te
value for both their clients and firms like theirs. That also produces trusting clients who stick around
for the long haul.

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Red Bricks Media is one of the main marketing companies in San Francisco and creates enormous value for clients from the ever-changing media landscape. For more information please visit: a Marketing Companies in San Francisco

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