Communicating with Your Customer Series

Communication Strategies

Part 1
• Setting Marketing Objectives
• Promotion Strategies

Part 2
• Communication Strategies

Part 3
• Using Facebook

Developing a Communication Strategy

• Identify target audience.
• Define the purpose of the communication.
• Design a message and pick the appropriate media for it.
  – Build message around a unique selling proposition.
• Evaluate the program’s effectiveness.

Developing A Unique Selling Proposition (USP)

• USP - A key customer benefit of a product or service that answers the critical question that every customer asks: "What's in it for me?"
• Identify your product or service's USP by describing the primary benefit it offers customers and then list other secondary benefits it provides.
Developing A Unique Selling Proposition (USP)

• Briefly list a few facts that support your product’s USP.
• Then, focus your communication to stress these top benefits and the facts supporting them!

Developing a Value Proposition

• For (target market)
• Who (statement of need or opportunity)
• The (business name) is a (product/service category)
• That (key benefit)
• Unlike (primary competitive alternate)
• Our business (primary differentiation)
• Is available (where)

Formulate the Message

• Rational appeal:
  —Message focuses on facts and logic to motivate a response.
• Emotional appeal:
  —Message focuses on feeling to motivate a response.

Formulate the Message

• Follow the AIDA framework
  —ATTRACT the audience’s attention
  —Hold its INTEREST
  —Create DESIRE
  —Motivate ACTION
Tips for Effective Communication

- Use advertisements, themes, and vehicles that appeal to diverse groups of people within your target market.
- Emphasize the benefits that the product or service provides to the customer.
- Plan more than one type of communication at a time.
- Set long-run objectives.

Tips for Effective Communication

- Limit the content of each ad, post, tweet.
- Choose the media vehicle that is best for your business.
- View communication expenditures as investments, not as expenses.
- Evaluate the cost of different advertising medium.
- Devise ways of measuring your effectiveness.

A Five-Sentence Communication Strategy

1. At whom are you aiming the communication?
2. What is the purpose of this ad/post?
3. What key benefit can you offer customers?
4. What response do you want from your target audience?
5. What image do you want to convey?

Conclusion

Link

- Product to customer benefit
- Price to customer cost
- Place to customer convenience
- Promotion to customer communication
Communicating with Your Customer Series

- Part 1
  - Setting Marketing Objectives
  - Promotion Strategies
- Part 2
  - Communication Strategies
- Part 3
  - Using Facebook