

Communicating with Your Customer Series

Communication Strategies

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- 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!

BEST QUALITY

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



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