

TIP OF THE MONTH **MARKETING MESSAGES - GETTING TO THE POINT**

Regardless of the type of business that you run, your customers will have one thing in common. Partly as a result of technology, they are bombarded by marketing messages. Customers are more time-poor than ever before so if you want your marketing communications to stand out, you should consider cutting down the length of your messages and getting to the point.



Identify the message that matters most and make sure it's memorable. Marketers have known for decades that there's value in identifying and driving home the most important point or benefit. It goes all the way back to when the best businesses began to identify their unique selling proposition (USP) for every client.

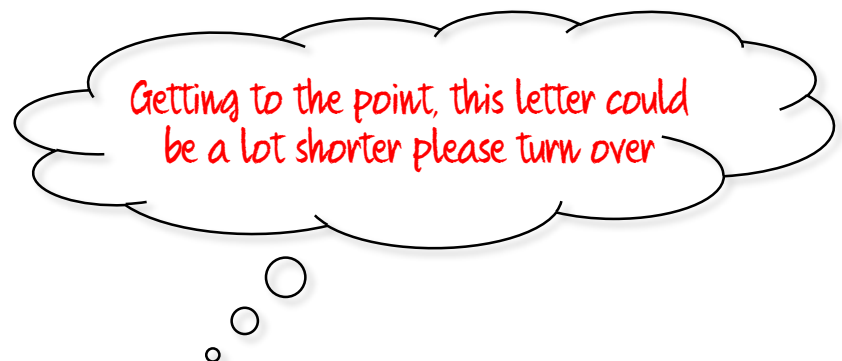
The difference today is the way that viewers and readers consume media. Today's reader or viewer is overwhelmed with an astounding number of media choices and channels. In fact, consumers are exposed to so many messages that they notice fewer of them. Here are a few tips to help you get your point across:

Focus on what is most relevant to your customers

Focus on what your target audience see first and outline what is most important and relevant to them. This works for sign writing on vans, and in fact if you imagine your website front page as a moving van, you'll see what is meant.

Write in active rather than passive terms

Active terms are more vigorous and put more life into the message. Here's an example: "we deliver shipping services to client's nationally." this is much more punchy than saying "shipping services are delivered by us to clients nationally."



Avoid jargon

Try to avoid formal, overly corporate language. Where possible avoid using big words with several syllables. The business world is now very much a global market and English may not even be your customer's first language.



Make it about them

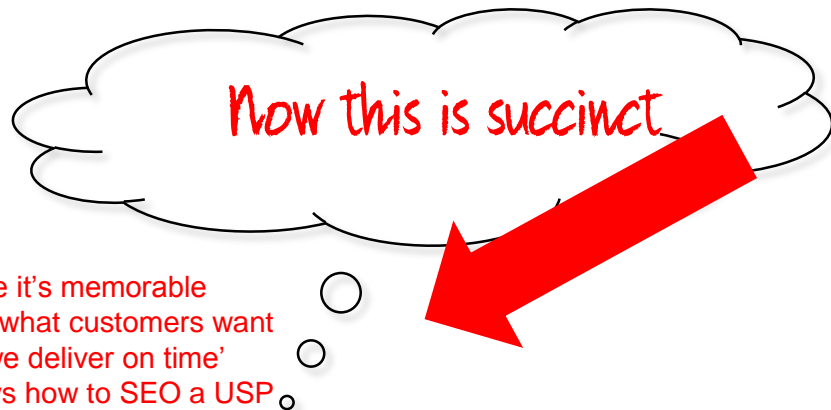
Use the words "you" and "your" much more than "I" and "we." If you catch yourself saying "I" and "we" a lot, then you're talking about yourself too much. Get back to being focused on your customer and their needs and concerns.

Be concise

If you can say something in 10 words don't use 120 words instead. Cut out the fluff and keep your message concise. Remember, your potential customer is time-poor so you need to keep the message relevant.

Yours sincerely,

ALLAN M REID



Keep it brief – everybody is busy

- Identify your message and be sure it's memorable
- Focus on the first impression and what customers want
- Use 'can do' type terminology – 'we deliver on time'
- Avoid jargon - not everyone knows how to SEO a USP
- Aim at the customer – say 'you' not 'us'
- Be concise!