

C MARKETING COMMUNIQUÉ

FROM CLAIRVOYANT COMMUNICATIONS

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Message in a Bottle

Imagine you're stuck on an island. If you put a message in a bottle in hopes of getting rescued, you'd try to be brief and clear.

Now imagine you're in business, and you want customers to "rescue" you. Your message in your marketing bottle needs to be brief and clear also... as well as meeting a few other criteria. What you say is as important as where and how often you say it.

How do you come up with the right message to put in your marketing bottle? Well, the first and most important step is to know your customers. What benefits do they get from working with your company? What problems do you solve for them? Customer benefit is the driving force behind an effective company message.

Once you've developed potential messages, here are five questions to ask of each of them. They'll help you zero in on the one that will get you the most mileage:

Is it unique?

Often there are many providers of a product or service. How do you set

yourself apart from the rest of the pack?

Is it meaningful?

This is where knowledge of the customer comes into play. Your uniqueness should be based on the real needs of the people who use your product or service.

Is it supportable?

Can you keep the promise you're making? For example, if your company promises superior service, are you committed to staying ahead of the competition?

Is it sustainable?

Establishing your unique position doesn't happen overnight. The message

you choose should be based on a long term, reality-based view of what you can deliver.

Is it clear and brief?

If you ask your audience to think too hard, they probably won't! Simple, straight-forward messages work best. This is your "message in a bottle" after all.

Need help formulating an effective message for your marketing bottle? Call in a professional. Call me, Claire Cunningham, at 763-546-0479 or 612-709-6845. (E-mail is claire@clairomm.com)



Searching for a message for your company's marketing bottle? I have a process that will help.

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