## Communicating with Your Customer Series Communication Strategies



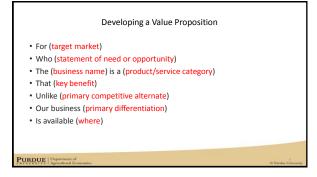
## Developing a Communication Strategy Identify target audience. Define the purpose of the communication. Design a message and pick the appropriate media for it. Build message around a unique selling proposition. Evaluate the program's effectiveness.

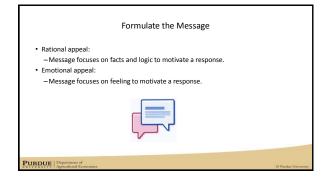
Developing A Unique Selling Proposition (USP)

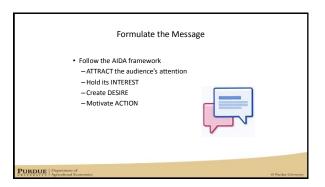
• USP - A key customer benefit of a product or service that answers the critical question that every customer asks: "What's in it for me?"

• Identify your product or service's USP by describing the primary benefit it offers customers and then list other secondary benefits it provides.





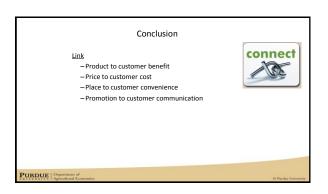




## Tips for Effective Communication • Use advertisements, themes, and vehicles that appeal to diverse groups of people within your target market. • Emphasize the benefits that the product or service provides to the customer. • Plan more than one type of communication at a time. • Set long-run objectives.







## Communicating with Your Customer Series Part 1 Setting Marketing Objectives Promotion Strategies Part 2 Communication Strategies Part 3 Using Facebook