

THIS IS SOUTH SIMCOE INVESTING IN BRAND & SERVICES

by: Denise Herbert , DMH Public Relations & Communications Inc.



This month's column addresses a question we received from a local business owner who realizes she must invest money to advertise her business if she expects potential customers to invest in her brand and services. She has been advertising her business through venues and in areas that are rich in her target market but tells us that she is "getting the wrong customer". When a business owner makes this statement, I know immediately that the primary reason for this is that the business is marketing the wrong "message" or the "message" they're communicating isn't speaking to its desired customers with words, complimentary visual images and isn't factoring in colour meaning and/or the psychology of colour. Without a tailored "message" that speaks directly to your target customers your marketing, promotion, sales, and advertising efforts suffer and so will your Return-On-Investment (ROI). If there's no clear message being communicated, then there's nothing to "market" "promote", "sell", "advertise", or "brand"; rather the target audience is simply just seeing, hearing or viewing words and/or pictures or graphics that they can't relate to, isn't clearly telling them what to do, or triggering them to buy. The trick to attracting the right customer is to use the art of communication to communicate a tailored "message" to them that they'll respond to positively. Communication is an irreversible transaction of a message from a sender to a receiver. Once you send a message, you can't take it back. You might be able to clarify it, change it, or replace it with another message but it isn't reversible. Find out what makes your desired customer make a decision to buy and then present your product or service to them using a tailored message that gets their attention and initiates contact with you. For more information about the art of communication and/or message development visit www.dmhpr.ca or send us your questions via email to dmhpr@dmhpr.ca with the subject line This is South Simcoe. If you're a SNAP South Simcoe reader and you would like to share a positive customer experience with us, we want to hear from you. Email us your story and then watch for it to appear in an upcoming issue.

This is South Simcoe wants to hear from you. Send your questions or share your positive consumer experiences with us via email to dmhpr@dmhpr.ca with the subject line This is South Simcoe. By Denise Herbert, DMH Public Relations & Communications Inc.