



# COMMUNIQUE

*Smart marketing advice masquerading as common sense*

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## Remember what your mother told you (Repetition WORKS!)

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What message from Mom (or Dad) sticks with you? Is it "Always wear clean underwear"? "If you can't say something nice, don't say anything at all"? Something else entirely? Mine is "Clean your plate." (This could explain the excess poundage around my hips!)

These bits of advice stick with us because of REPETITION. You and I heard these messages again...and again...and again.

That's the marketing communications lesson for the day. If you want your audience to absorb your message, repeat it. And I don't mean

two or three times, either. Current wisdom says it can take nine or more repetitions for a message to sink in.

Wondering why it takes such an effort to make an impact? Consider these facts.

- Your target group is probably inundated with messages. It takes an effort to break through the clutter. Repetition, combined with an intriguing presentation, will increase your odds of being noticed.
- Prospects buy when they're ready. You need to be out there

consistently to capture the prospect's attention when he or she's in purchasing mode.

- We retain only 10% of the information we're exposed to each day. Repetition increases the chance your message will be in that lucky 10%.

So repeat, repeat, repeat your core message. But you don't have to use the same vehicle over and over. The most successful marketing communications programs use a variety of techniques to deliver a company's message: publicity, direct mail, advertising, trade shows, website, literature and more.

Mixing it up increases a program's effectiveness since prospects get the same message in a variety of forms. It can also make repetition affordable.

Need help making sure your marketing messages are repeated enough? Call me, Claire Cunningham, at 763-546-0479. (E-mail is [claire@claircomm.com](mailto:claire@claircomm.com))



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