



# COMMUNIQUE

*Smart marketing advice masquerading as common sense*

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*Industrial-strength marketing communications*

## Tell Them About It

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### COMMENTS RECENTLY OVERHEARD:

"We told them about it, but they didn't come."

"We advertised, but got no good leads."

"We tried that once, and it didn't work."

Any of these sound familiar? I've heard similar comments about employee meetings, church strategic planning efforts and even marketing programs. No matter the setting, there are several problems to blame.

First and foremost you need to follow basic

communications practices. Foremost among these is **repetition**. You need to tell your audience and then repeat, repeat, repeat your message for it to get through. Once is definitely not enough!

It's not that anyone's stupid or slow. People have a lot going on in their lives so you have to work hard to get through. It can take up to 9(!) repetitions for a message to sink in.

You can boost the effectiveness of repetition by using a **variety of ways to deliver your message**.

Think about your business and your intended audience. What avenues of communication are open to you? Public relations, mailings, advertising, newsletters, trade shows and email are usually possibilities. Use all available means to spread your news. The more, the merrier. And repeat, repeat, repeat.

A communications professional can recommend a broad program.

If you're doing the above and STILL not getting a response, you may need to take a step or two back to **make sure your message is meaningful** to the audience. Some marketing campaigns produce disappointing results because they promote what the company wants to say rather than what the audience wants to hear.

Need help getting your messages across? Call me, Claire Cunningham, at 763-546-0479. (E-mail is [claire@claircomm.com](mailto:claire@claircomm.com))



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