

CLAIRVOYANT COMMUNICATIONS, INC.

THE MARCOMM MOM PRESENTS

Why Communicate?

By Claire Cunningham

Companies communicate with customers and prospects for a lot of reasons, but in my experience it boils down to these three:

3. To inform

Better informed customers are better customers. It's true.

That's why businesses invest in newsletters -- to educate their customers and prospects. And why they support strategic product introductions with comprehensive marketing communications programs -- to alert their audience to what's new and get folks excited.

2. To cut sales costs

In these days of tight budgets, cost savings are CRUCIAL.

Communications programs like public relations, advertising, direct mail and trade shows generate inquiries for sales follow-up. As a result, cold calls become warm calls. Close ratios go up. Cost of sales goes down.

1. To build the business

Constant business development keeps a company viable. Moving forward is essential for any company's survival.

Marketing communication plays a critical role because it keeps companies visible – the first step in any selling process. Plus communications programs build a company's brand image. If you build preference for your brand, you can charge more for your products and services.