

Always In Touch

A Master Plan for Building Mindshare.



Mindshare, now there is a term that seems to have gone out of style. But really, at the rate people are adding to their plates today and the sheer speed of everyday life, garnering mindshare is as big and important of a challenge as it ever has been. That means staying in touch with your clients and prospects is mission critical.

Enter modern technology and the ability to communicate through multiple channels and reach your audience anytime day or night, weekday or weekend, home or away. The tools to build the mindshare you need for success are right there waiting for you to put them to work. Once you do, the rewards will be yours to reap.

Remember that every communication builds an impression of your company in their mind. By communicating regularly and with consistent messaging, you will be creating cadence and signaling dependability. Frequent starts and stops or inconsistent messaging can confuse your audience and leave them questioning the stability of your company.

Connect with more people by employing multiple channels. Think about your audience and how they like to communicate – one size does not fit all and you shouldn't try to make one communication platform fit all either. Package your communication in multiple formats, but be sure to keep the fundamental message consistent across all of them.

Respect your audience with interesting and high quality content, it will establish you as a thought leader and industry expert. Everyone is busy; if the content you deliver is not relevant or poorly written you will lose their attention and their respect quickly. Cover hot industry topics, present unique viewpoints, mix in material from other sources and above all else, let the reader know what's in it for them!

Now make it easy on yourself through advance planning and assigning the right resources to the task. The odds of fully executing with regularity and consistency

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skyrocket when you lay the groundwork and get the right people in place from the beginning. A detailed calendar of communications and list of topics to be covered will keep you on track. And remember that communicating with customers is about more than product or service knowledge. Never underestimate the skill required and payoff associated with translating fabulous technological breakthroughs and advantages into meaningful content for the not-so-technical decision maker.

So there you have it, always in touch, first to mind when it is time to buy. The beginning of your master plan for building mindshare that will propel your business to growth and success.

Marketing Matters 5.2.13

Marketing Branch offers an extensive range of customer and prospect communication services. Visit us on-line at www.marketing-branch.com to learn more.

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