

ROBERTS & more

# Communication Continuum



# STRATEGIC COMMUNICATIONS

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Awareness  
Mass marketing  
“I know you.”

Appreciation  
Customized by audience  
“I’m interested in what  
you have to offer.”

Action  
1:1 transactions  
“I want to buy.”

Attachment  
Personal relationships  
“I will tell my friends about you.”



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To know more...

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