

ROBERTS & more

Success:
It's all about
communications!



The goal

To reach the right people
with the right messages
to result in the right action –
over and over again

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R&M Communication Continuum

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.”

Building awareness...

- **Mass communication strategies**
- **Expensive**
- **Measured by reach**
- Advertising
- Sponsorships
- Direct mail
- Web sites, brochures and collateral materials
- Social media
- Memberships and networking

Enhancing appreciation...

- **Targeted by audience**
- **Time consuming**
- **Measured by behavior change**
- Media relations
- Events
- Community/professional involvement
- Philanthropy
- Speaking opportunities
- Newsletters
- Email

Securing action...

- **Customized “sales” strategies**
- **Specific to a single person**
- **Measured by tangible results**
- Meetings and meals
- Power Point presentations
- Proposals
- Sales calls/interactions
- Legislative relations
- Employee recruitment

Maintaining attachment...

- **1:1 interactions**
- **Requires ongoing personal attention**
- **Measured by retention**
- Highest quality service
- Best results for the price
- Appropriate recognition
- Highly personalized, regular interactions

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The Kisses of Death

- 1.** Absence of planning
- 2.** Trying to reach the world
- 3.** Bad writing
- 4.** Misunderstanding the market

1. Simple planning is essential.

- What are you trying to achieve?
- How will you get there?
- What tools will you need?
- How will you know you have succeeded?

2. Target your audiences.

- Employees
- Customers/prospects
- Investors
- Community

3. Avoid weak language.

- Persuade, don't just inform.
- Write in BRAVO.
- Grammar, grammar, grammar.
- Sound like a winner.

4. Know your market—WELL.

- Who are your competitors?
- What makes you distinctive?
Different?
- What are the cultural/economic trends that will affect your success in the future?
- What will you need to remain fresh and exciting?

Final thoughts

- Your success is driven by your reputation.
- Reputation is built on service and ethics.
- Marketing and PR help people learn about your service and ethics.



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To know more...

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