

The logo for RichWords, featuring the text "RichWords" in a sans-serif font inside a white circle, with a white curved line extending from the bottom right of the circle.

RichWords

**FIVE ways to  
boost the impact of  
your marketing  
communications: now**

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## What's it all about?

This report will probably take only 10-15 minutes to read, but the impact of adopting its advice will easily outweigh the minimal effort involved. The five ideas outlined here include suggestions on how to:

- Integrate your marketing and generate more impact
- Establish a core proposition that underpins all your communications
- Make your target audience realise they have a problem
- Develop a thought leadership programme that resonates
- Present these concepts in a way that grabs attention
- Maintain interest by highlighting benefits, not features
- Use social media wisely

You can put many of these recommendations into practice straight away, and immediately make your company's marketing communications more powerful. As a result, your target audience will not only take notice of you, but also take action – helping you achieve your business goals.

## 1. Join the dots – with integrated marketing

Marketing products and services can be tough: you're probably operating in a highly competitive market, where budgets and deadlines are getting tighter. And if you're not adopting an integrated approach to marketing, you're making life even harder for yourself.

Without integration, your marketing efforts resemble a dot-to-dot puzzle book. Looking at each of your activities in turn, your audience sees the equivalent of a random selection of dots: there aren't any connecting lines in place. Without these links, prospects find it hard to detect any overarching message or theme – making it less likely that they'll give you the response you want. Naturally enough, this makes it harder for you to achieve your objectives.

### ***Get the big picture***

Joining the dots through an integrated campaign brings the bigger picture into focus for your audience. This means that every element of your marketing makes a valuable contribution to the overall impression you're trying to create. Just imagine how much more impact you'll have if your key message underpins every element of your communications. Won't that generate the reaction (and results) you need?

To integrate your marketing activities, you must start by analysing the behaviour, motivations, desires, and concerns of your customers and prospects. The insights you gain should form the bedrock of your key message – your core proposition – and bring together the separate elements of your communications campaign. This is harder than it sounds, because the best propositions have to be flexible enough to:

- support or reinforce your brand positioning
- resonate with your target audience, emotionally and/or rationally
- extend to a number of executions and different media

Knowing your targets and getting the right key message also means answering the question that underpins all purchase decisions: "What's in it for me?" (WIIFM?). And to make sure your proposition addresses this concern, you must focus on the benefits of your offer (see page 7).

## 2. Be first – be a thought leader

The response to the "WIIFM?" question will probably vary depending on which stage your prospect has reached in the buying cycle. Although many explanations and definitions of the cycle exist, the one adopted by the IT Marketing Services Association ([itsma.com](http://itsma.com)) works across the board.

ITSMA identifies the stages of the cycle as Epiphany, Awareness, Interest, Confidence, and Loyalty. This report will focus on the first, which ITSMA describes as the point when