



What Makes Communication Sell?

Right from the start in the initial consultation, I explain to our clients that we need to design their company communication to sell. Some of you might say “Duh.” But you’d be surprised by how many businesses start out with a strategic objective for their brochure or web site and end up with just a pretty picture that ignites nothing or worse, doesn’t even attract their target audience. A lot of money is spent, so demand a return on your investment and develop communication that persuades and blasts “buy!” Here’s how:

Three rules to making branding move!

1. Consistency. Maintain the integrity of your logo, use the exact same colors every time with the exception of a black imprint (on checks, fax and window envelopes, etc.) and make sure it stays proportioned, no stretching it out to fit. Keep it consistent in its look and placement.

2. Repetition. Use your logo in every single point of communication with prospects and customers. Your logo should shadow every employee.

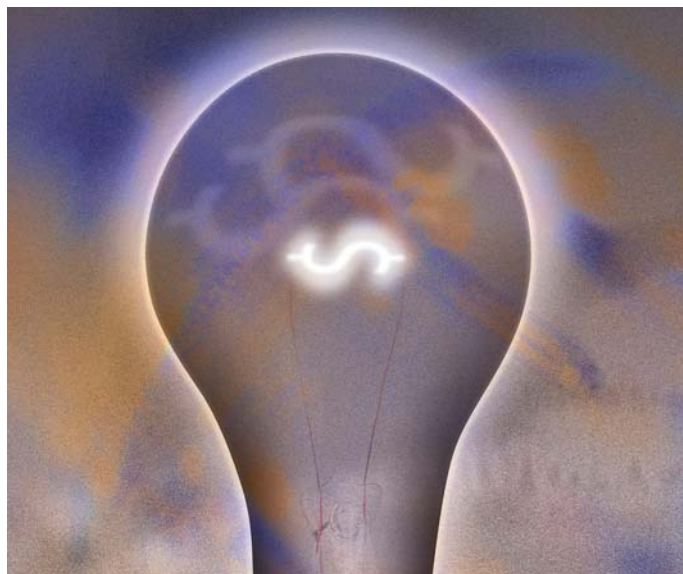
3. Emotional anchor to buy. Your logo should move people to purchase. This can be accomplished by using a short tagline with your logo and/or express it as an icon in the logo artwork.

Make sure your web site has a pulse!

The web is the new prime time and kicking traditional TV advertising to the curb. So every web site and web banner advertising should be designed to interact with the audience and offer easy self-serve navigation. Your web site should be an actual experience, talking to the increasing web heads with brief sound bites and encouraging them to take a nice web-walk on your site. All the while, you qualify them and offer more than one way to navigate your site, promoting self-serve options to download soft selling information in a (pdf.), or see a quick video that shows why to buy. By the way, this is also the most cost-effective tool to touch any prospect in every part of the world, as many as you want and it really is open 24-7, 365 days of the year.

Capture your audience in a blink!

Stop, blink ... OK, that is exactly how much time you have to capture your target audience with any headline and visual graphic. So every advertising headline and graphic must do double duty in reinforcing each other. That does not mean use a picture of a duck with the headline “Need Insurance?” Double duty would be using the picture of cash with a body cast. I think that makes a little better sense and explains the message in a blink.



Generate a need and urgency to buy!

Let’s say you have a cosmetic dermatology center and your target customer lives within a 35-mile radius. The demographic profile of your consumer base encompasses a wide range of individuals – a 55+ adult weathered by age spots, a child with eczema, a teenager fighting acne or a middle-aged woman battling wrinkles. Wow, talk about overwhelming market potential. The emotional need is “I need and want great skin?” So here’s where the urgency and call-to-action comes in – “Stop by now and we promise great skin at any age!”

Now that we uncovered the basics of what sells, take a look at your business communication. Is it working? What direct results are you receiving from your brochures, web site, direct mail and advertising efforts? Are they generating inquiries or sales?

By using a professional creative team that combines marketing intelligence with creative influence to develop marketing communication vehicles that sell, will not only give you a pretty picture, but also a pretty impressive bottom line. **HB**

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