

# Increase Sales Through Effective Marketing Communication



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# Today You Will Learn How To

- Create the marketing messages critical to your success
- Gain loyal repeat clients and web visitors through engaging promotional content
- Present the benefits of your product or service in a way that persuades prospects to buy
- Communicate with customers by using effective professional language



# Marketing Messages

## The Ingredients of Marketing Messages Critical to Your Success:

- ↗ **Headlines** that are well-written
- ↗ **Benefits** received from doing business with you
- ↗ **Calls to Action** that compel readers to take the next step

**AIDA – Attention, Interest, Desire, Action**



# Marketing Messages: Effective Headlines

- ↗ Promise a strong benefit to the reader
- ↗ Pass the “breath test”
  - If you need to stop and take a breath to finish it, it’s too long
- ↗ Make the results promised seem fast and/or easy
  - Simple Things You can do in 10 Minutes to Increase Sales
- ↗ Use numbers
  - 7 Ways to Lose Weight Now
  - 9 Reasons Why Product X Increases Efficiency



# Effective Headlines

## ↗ Help people avoid problems

- Learn from these Mistakes so You can Save Money

## ↗ Reveal secrets or remove barriers

- How To: Market Your Business like a Professional
- Here's the Method Big Companies Use to Make Millions

## ↗ Pique curiosity

- What Everyone Needs to Know About Company Y
- Warning: Your Competitors are Stealing Your Clients



# Effective Headlines

## **Sell More by Using Effective Headlines:**

- At the top of your advertisements
- As your e-mail marketing subject lines
- As the title of your blog posts or articles
- As your Tweets or status updates

**To grab your audience's attention and get the chance to communicate with them further.**

# Marketing Messages: Benefits

- ↗ Are what people gain by doing business with you
- ↗ Are the reason people buy
  - NOT features or specifications (unless you sell technology)
- ↗ Need to be conveyed in all Marketing Communications

<u>Product/Service</u>	<u>Benefit</u>	<u>Feature</u>	<u>Specification</u>
Seatbelt	Makes you safer	Tightens upon impact	3-points
Detergent	Cleans your clothes	Contains Bleach	350 milliliters
Web Developer	Provides online platform to grow your business	E-Commerce	Coding language(s)
Business Writing Solutions	Helps you sell more	Effective marketing messages	AIDA

**Features tell, BENEFITS sell.**  
**What makes what you provide valuable?**

# Benefits

**Take a minute right now, and think about the BENEFITS that people receive by doing business with you.**

- Do you save your customers time?
- Do you save your customers money?
- Does your solution help your customers make more money?
- How do you improve their business or life?

**Whatever benefits you provide, write them down.**



# Benefits

**Use those benefits to sell more by communicating them in your:**

- Blog posts and articles
- Copywriting (text on homepage and brochures)
- E-Mail marketing
- Promotional campaigns (ads, social media engagement, videos, etc.)
- Branding efforts
  - Make the benefits you offer a part of your brand



# Marketing Messages: Calls to Action

- Are how you get readers to do what you want them to do
- Drive more sales, form submissions, and inquiries

## Calls to Action Include:

- The action
  - “Call”, “Click”, “Visit”, “Register”, “Discover”
- The benefit(s) people receive by responding
- Time indicators
  - “Now”, “Today”, “Immediately”



# Calls to Action

- Click here to buy your tickets to start selling more now
- Visit Acme Autos to drive home your new car today
- Call now for your chance to win front row seats and free travel accommodations to the SuperBowl

# Call to Action

## Use Calls to Action to Sell More by:

- Telling your readers what you want them to do next
- Deploying them early and often in your writing
- Placing them at the close of every communication
- Writing them in a way that entices readers to respond
- Reiterating the benefits of your offering



# Engaging Promotional Content

**Your Promotional Content Should be:**

- ↗ Informative
- ↗ Interesting
- ↗ Benefit-centric
- ↗ Experiential
- ↗ Casual and relatable in tone
- ↗ Formatted to look inviting



# Engaging Promotional Content

## How To Create Informative and Interesting Content:

- Select topics that people want to know about
  - Determine their problems and offer your solutions



# Engaging Promotional Content

- Keep interest by closing paragraphs with “hooks”
  - “Keep reading to find out how”
  - “More information on that soon”
  - “You’ll how in the paragraphs below”
- Educate them on your competitive advantages



# Engaging Promotional Content

## How To Make Your Content Experiential:

- Illustrate the experience they receive while engaging your sales/service/support teams
- Take them on the journey of working with you
- Bring them outside their “4 walls” to your store



# Engaging Promotional Content

## How To: Create a Casual and Relatable Tone:

- ↗ Write like you're having a conversation with readers
  - Keep it simple and use words like “because” and “you” as often as possible
- ↗ State your points and address probable objections
  - Like you would in making an argument
- ↗ Avoid technical jargon
  - If you must get technical, explain the process by using 1 sentence for each step

# Engaging Promotional Content

## Format Your Content to Look Inviting by:

- ↗ Limiting body text to under 600 words
- ↗ Using paragraphs of no more than 6 lines
- ↗ Writing your most important messages as their own single line, separate from other paragraphs
- ↗ Using clear and concise sentences
- ↗ Using sub-heads that summarize each new idea

**Once you're done writing, look at the page and ask yourself if you would read it.**

**If it looks burdensome or daunting to read, your audience probably won't read it.**

# Engaging Promotional Content

## Sell More by Writing Engaging Promotional Content in Your:

- ↗ Blog posts and articles
- ↗ Copywriting (text on homepage and brochures)
- ↗ E-Mail marketing
- ↗ Sales letters

# Presenting Benefits Persuasively

## Persuasively Present Readers with Your Benefits by:

➤ Building trust

➤ Presenting a logical argument

- Because the majority of your readers are logical themselves, it will help them begin to trust you if they see that you are like them

➤ Showing social proof (feedback and/or testimonials)

- You're more believable if people can relate to you, or other people like them who you have already helped

➤ Building urgency

# Presenting Benefits Persuasively

## **Present a Logical Argument in Your Content to:**

➤ Answer their objections before they have a chance to ask them

- This makes you more relatable to them
- It shows that you understand what they are thinking
- It also shows them that you are competent because you've thought about their business, their problems, and how this solution can help them

**Right now, think about the most common objections you've encountered while selling what you offer. Write them down.**

# Presenting Benefits Persuasively

**At the point where you describe the element of your offering that people usually object to, stop writing.**

Then, write your common objections in the form of a question directed to your readers, such as:

- ↗ “Think our service is too expensive?”
- ↗ “Don’t think we have the man power to satisfy your business needs?”
- ↗ “Not ready to order yet?”

**Address the objection using the same logic that you do when meeting face to face. But this time, include your benefits.**

# Presenting Benefits Persuasively

**A common objection we receive is “I don’t know how I can use your service to improve my business.”**

So, we write:

“Don’t know how our service can help your business? We help your business by increasing your sales, increasing your brand awareness, and generating interest while using many of your existing marketing platforms so that you don’t have to spend money building anything new.”

**We answer their objection by telling them how we help their business and the benefits that our help provides.**

**Always incorporate benefits when answering your objections. This puts prospects’ minds to ease while increasing their desire because you’re telling them everything they gain by doing business with you.**

# Presenting Benefits Persuasively

**Testimonials are a form of social proof that show readers that you have helped people who are just like them:**

➤ If you don't have any or don't ask for them, you need to start asking

**Incorporate testimonials into the answers of your objections like we do at Business Writing Solutions:**

“Don't think our marketing messages get the reader to take the next step needed to do business with you? Client X says that our 'messages entice the audience to engage and respond to the call to action.'”



# Presenting Benefits Persuasively

## Urgency also Helps You Present Benefits Persuasively:

- Telling your audience that they can only capitalize on the benefits you offer for a specific period of time moves them to take action because they know that if they don't buy now, they will lose out
- Giving your audience a deadline builds urgency and persuades them to take action if they are interested in doing business with you



# Presenting Benefits Persuasively

## **Sell More by Persuasively Presenting Benefits:**

- In the body of your ads
- In the copy on your website
- In the body of your blog posts and articles
- In the body of your e-mail marketing

# Professional Language

**Professional Language should be:**

➤ Clear

➤ Concise

**If you're clear and concise in what you're offering, it's easier for people to understand your offer and make a decision.**

# Professional Language

## To Write with Clarity:

### ↗ Speak in the Active Voice

- Subject + Verb + Object
- The subject should always be doing the action

### ↗ Examples:

↗ The HR Manager hired the account executive.

↗ The Director implemented new policies.

↗ I will help you sell additional services.

↗ The engineer designs software.

# Professional Language

## To Write with Concision:

- Include only one complete thought per sentence
- Re-read what you've written out loud
  - If it sounds wordy, remove repetitive words or parts of the sentence
  - Do not use any more words than necessary to communicate your idea
- Limit sentences to two full lines
  - If longer, convert to 2 separate sentences

# Professional Language

## Use Professional Language to Sell More by:

- Communicating your benefits clearly
- Communicating your offer clearly
- Communicating your offer with concision so that the reader still has to contact you