Ideas and Tips on How to

- Gain more impact
- Win customers
- Achieve results
- Strengthen your market position
- Become more successful

Free checklists at
www.umbachpartner.com
www.communication-book.com

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Succeed with Know-How
Making Marketing Work For You
Practical Tips and Recommendations
**Concept**

**Develop a Clear Marketing Strategy**

- Analysis
  - Investigate target group and environment
- Unmet need
  - Understand the prospect's problem
- Positioning
  - Develop a powerful message
    - Attention
      - Arouse interest in content
    - Benefit
      - Offer a fact-based solution
    - Superiority
      - Show unique value
    - Validation
      - Support with reference, quote, story
    - Behaviour
      - Ask for action
- **Modes of expression**
  - Address all senses creatively
- **Check**
  - Test draft, adapt to feedback, test again
- **Channels**
  - Find effective communication routes
- **Success criteria**
  - Define key performance indicators
- **Names**
  - Collect and store customer contact data

**Capitalizing on opportunities**

**Build a winning brand**

- **Trademark**
  - Make brand name known
- **Brand vocabulary**
  - Identify distinctive words
- **Core message**
  - Concentrate key content into one sentence
- **Bullet points**
  - Formulate additional short statements
- **Important number**
  - Identify the most relevant number
- **Memorable marks**
  - Select a letter, syllable, symbol
- **Easy legibility**
  - Select appropriate font, size and contrast
- **Proven layout**
  - Choose an effective page format
- **Right colour**
  - Use brand colour
- **Comprehensible tables**
  - Optimize rows and columns
- **Convincing graphs**
  - Make diagrams crystal-clear
- **Compelling visuals**
  - Use suitable and consistent images
- **Give-aways**
  - Find appropriate objects

**Modes of Expression**

**Address All Senses Creatively**

- **Trademark**
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**Channels**

**Find Effective Communication Routes**

- **Experts**
  - Individuals, advisory boards, professional societies
- **Events**
  - Conferences, workshops, presentations ...
- **Scientific publications**
  - Abstracts, articles ...
- **Personal contacts**
  - Connect and network with people
- **Market research**
  - Interviews, focus groups ...
- **Electronic media**
  - Websites, videos, social media ...
- **Public relations**
  - Engage the media, work with journalists
- **Advertising**
  - Print and electronic adverts, brochures ...
- **Sales force**
  - Train and motivate representatives ...
- **Direct marketing**
  - Print and electronic mailings, telephone service hotlines, call centers ...
- **Additional options**
  - Continuing medical education, clinical studies, sponsorships, self-help groups, imaginative actions ...

**Start a dialogue with clients**