

Copy Right

An occasional report from
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I believe that even seasoned marketers and agency professionals sometimes overlook or even forget how people process information.

What do I mean?

Well, think about a skill you've learned, like driving a car or playing a musical instrument.

Your skill came about through repetition, a slow release of additional information, more repetition and occasional plateau periods of consolidation.

There were periods when you just didn't get it ... and periods when things suddenly clicked into place.

I'll explain why I think marketing communications is a bit like that ...

A couple of years ago I was asked by an agency to prepare a sequence of emails to prospective clients.

This was a very rare event!

Most of the briefs I am given are one-offs. A brochure here ... an e-shot there ... the marketing budget casting a long shadow somewhere in the background and demanding caution in terms of spend.

The result? Customers get hit once with the message. One exposure to the features and more importantly, the benefits, of the service or product being promoted.

That's a bit like having one driving lesson and being left to negotiate the M25. That safe arrival home isn't going to happen.

And neither, in most cases, is the positive buying decision.

A customer's brand awareness doesn't happen overnight unless their need is great and you or your client is the only provider. Instead, they will respond to the slow drip-feed of information and reminders.

And it's not just about periodic memory joggers either. Sequencing messages gives the messenger more chance of coinciding message with need.

So, Marketing Directors - next time your product managers present their marketing communications plans to you, think about how customers will be processing those proposed messages. Are they being given a chance to register the benefits?

Account Handlers should be challenging clients in the same vein. How is the proposed communication piece going to be reinforced?

Guilty as charged

Yes - I know - you haven't seen an issue of 'Copy Right' for some time ... so I haven't been managing my message sequencing either.

Which is why I am doing something about it - and why you're reading issue 22.

Want a writer with a marketing background whom you can consult with and not merely brief?

Then contact me ...

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Or

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You can read all about my approach to writing/copywriting at my website - www.michaeltownsend-writer.co.uk. You can also see what my clients say about my work!

I look forward to hearing from you.



Michael Townsend