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Effective Communications: Key Criterion for Business Success

Effective communications is fundamental to your business success. However, getting your products and services noticed by costumers and building brand recognition and trust is a challenge. Important questions have to be answered: What should I communicate, to whom, when and how?

Communications, or public relations, is an important management function. It is one of the most powerful, cost-effective tools for influencing customer behavior. To reach your organizational goals, a communications plan has to be tailored to your specific individual situation. As in a construction site, there are specific tools designed for specific tasks.

The Art of Advertising

Advertising is bringing a product or service to the attention of potential and current customers. Typically, it is done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc. No matter how big or specific your market is, advertising is a sine qua non for any business success. What counts is not the size of an advertising campaign but its message. The message has to be communicated to the audience in such a way that it coincides with your organizational goals and seeks to benefit mutual interests wherever possible. In order to be successful ads have to sound realistic. Exaggeration and insincerity will only cause distrust and antipathy. In many cases it is a good idea to resort to the professionalism and expertise of advertising agencies. The different approach of creative people can help to better grasp the psyche and expectations of your customers.

Public Relations: The Image Shaper

Don't hide your light under a bushel. Effective PR allows you to convey a positive image and to enhance your reputation. It keeps the lines of communication open between the many groups affected by your company's products and policies: clients, shareholders, employees and the management. Communicate your success to the public. Whether you hired new employees, implemented a break-through technology or realized record earnings: Any positive news helps to strengthen your company's public image. External PR experts can help you to establish and maintain professional communications with regional and international media. Reserve time for personal press contacts. Your personal communication skills are a powerful and cost-effective image shaper for your company.

Trade Fairs and Conventions: The Networking Opportunity

The reasons you attend trade shows are to connect with current and prospective customers and to learn about new technologies or products that will influence your future. Shows are an excellent opportunity to meet face-to-face with industry editors and reporters to present your products and services, introduce your executives or spokespeople, and to establish ongoing relationships.

The Road to Success: A Multi-Disciplinary Approach to Communications

Successful communications is based on a mix of PR tools. Every campaign has to be strategically planned and tailored to your specific needs and goals. For smaller companies with their limited manpower and budget, this presents a rather difficult challenge. Here, the expertise of external experts can guide through the strategic communications planning and implementation process step-by-step. In PR workshops and on-the-job trainings seasoned coaches will assist your employees to develop and implement successful communication strategies. Their goal: To turn marketing challenges into opportunities to build brand equity and drive sales.

Call us at #49 (0)611 / 3411712. Mrs. Monika Frick-Becker will be glad to answer your questions.

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