

WORDS OF WORTH

Fall 2011

It's the serious season. Summer is past, and the holidays are not yet upon us. So this *Words of Worth* is short and sweet and goes right to the heart of the work that I do--helping clients connect with their communication targets.

The first step in connecting, of course, is defining who those targets are. It's a simple, not-so-obvious step that can make a significant difference in the effectiveness of your marketing materials.

Who Are Your Communication Targets?



"The target audience for this sell sheet? That would be my customers, of course."

It sounds logical--but it may not be true. When you are writing marketing material--whether it is web copy, a print piece, a newsletter or a white paper--it's critical to be clear on who your communication audience, or audiences, is/are. When you sweep by this question because the answer is "so obvious," you may miss the opportunity to make an effective marketing connection.

Targeting a marketing communication is not the same as defining a target market segment for your product or service. This is particularly true if you are in the B2B or non-profit sectors. You may know that your product will be attractive to Fortune 1000 workgroups that need high-end graphics capabilities, or you may want to reach low-income teenagers with your services. Those are your business targets.

But they may not be your communication targets.

If your organization provides social services, your communication targets may be the ministers and their assistants who send people to your organization to get help--not the teens you ultimately assist. Or you might want to tell your story to potential funders. In that Fortune 1000 company, your communication targets could include the CIO, the divisional CFO, and the group IT administrator, with your routine contact (the "customer") having a limited role.

The road to your business targets is through your communication targets.

To develop effective marketing communications it is essential to identify those communication targets, think about the needs and motivations of each of those targets, and then make sure that the piece/website/etc. addresses all of those in some way. We'll talk more about tailoring writing for multiple communication targets in the next issue of Words of Worth.

News Bytes

On our Desktop

Current and recent Jussim Communications projects have included:

- Training materials on wireless networks and corporate tech support
- A major web copy refresh for an established client in the healthcare field
- Developmental editing of an article for a professional journal
- Helping a client choose a new photographer and designer for their marketing materials

Samples of our work are available through our website [Portfolio](#).

If you're looking for more lighthearted reading and want to see what I write just for fun, check out my new blog at brooklynnaturalist.wordpress.com.

About Jussim Communications

We're "storytellers for hire" to the B2B and nonprofit sectors. We focus on green business, technology, healthcare and design.

We create powerful marketing copy, rooted in solid positioning. Our writing appeals at both the cerebral and emotional levels, because that's how purchase decisions are made. Our background in consulting, marketing and operations lets us quickly grasp your business and market situation.

We can assist you with:

- Communication targeting and messaging
- Website architecture and web copy
- Marketing communications
- White papers, newsletters or articles
- Email communications
- Advocacy materials and grant reports

It all starts when you tell us *your* story. So give us a call at 718-788-3937. The initial consultation is free.

Learn More

To read more about Jussim Communications perspectives on marketing your business, organization, product, service and ideas, see the [News and Articles](#) page of our website.

Jussim Communications

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