

WORDS OF WORTH

Spring 2010

The weather is warming up, and rumor has it that the economy is warming up as well (although it's a lot easier to see the cherry trees blooming than the movement in the economy).

It's time to be thinking about what you can do with your marketing now (whether or not you have been all along). If you wait until the economy really does flower, everyone else will have gotten their message out first.

This issue of *Words of Worth* focuses on how to get the most marketing value out of all those nice things that customers think about you--even when they don't volunteer their thoughts.

Using Customer Quotes to Improve Your Marketing

Show me, don't tell me. You've read that here before. Good marketing material doesn't just make assertions about your products or services, it finds ways to demonstrate the credibility of your message.

One way to do that is to use quotes from your customers or clients. Quotes can be used effectively in most types of marketing material, from websites to social media. Include them on web page sidebars or in email marketing. Use them on sell sheets/one-pagers. Be cautious about using them in brochures, however. You'll have the brochure around for two or three years, and business relationships can change in that time.

Keep it Short

A quote is not a testimonial. Too often, a testimonial is a seven-line paragraph (or even a full-page letter!) with more about the writer's organization than about the company the testimonial is for. If you're not writing a grant application, don't use wordy testimonials.

Quotes should be short, so the point (what you did for the person being quoted) doesn't get lost.

Include Results

The best kinds of quotes support your message by including results you achieved for the person quoted (or their organization). Nothing "shows" your message like a reference to the savings your product helped an organization achieve, or the beauty of a renovation you did, or how sales went up when the website you created went live.

Provide Guidance

People are usually delighted to give quotes, particularly when you make it easy for them. To get the best results, provide some guidance. Tell them you want one or two sentences (you'll get three, anyway). If you or your product helped them achieve something significant, ask them to mention it in the quote.

If you have a pretty good idea of what someone would want to say, but doubt that they will fit in the time to write it down, give them your words. Draft the quote and ask their permission to use it. Usually the people quoted are very glad that you saved them the effort.

You can edit for length and smooth out rough spots, as long as the person quoted reviews and approves the end result.

Name Names

If you are a B2B business, you should always include the name, title and company of the person being quoted (with their permission, of course!). There are skeptics who assume all quotes are fabricated from whole cloth. The more specifics you can provide, the more credible the quote is.

When your quotes comes from consumers, do what's appropriate to your product or services. Many product customers are quite happy having their name, city and state used. Depending on the product, it may be appropriate to indicate the kind of work they do.

Where customer/client privacy is a sensitive issue, you may use initials or first name and last initial. In this case, you may not want to polish the quote very much. Let the authenticity of the "speaker's" language add to the credibility of the quote.

News Bytes

Jude recently developed and taught a full-day *Fundamentals of Marketing Workshop* for nonprofit clients of the NonProfit Help Desk, at Brooklyn College.

On our Desktop

Current and recent Jussim Communications projects have included:

- A "one-pager" for a company launching a new software product for nonprofit organizations
- Creating a Facebook page for a client
- Developing web copy for an organic family farm
- Writing a research paper for a marketing technology company
- Marketing a series of courses for non-profit organizations with email marketing letters, print materials and related web content
- Completing press releases for a nonprofit client

To see samples of our work, visit our [Portfolio](#).

About Jussim Communications

Jussim Communications tells compelling stories for our clients. We create powerful copy, rooted in solid positioning of services, products or ideas. Our writing reaches the audience on many levels, including the emotional level where decisions are made. Our background in consulting, marketing and operations lets us quickly grasp each client's business and market. We develop:

- Dynamic marketing communications and web copy
- Newsletters and articles that educate your market and build name recognition
- White papers that establish your expertise and creativity
- Effective advocacy materials and grant reports

We would love to help tell your story. Call us at 718-788-3937 for a free initial consultation.

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

718-788-3937

[Join Our Mailing List!](#)

Copyright 2010, Jude Jussim

You are welcome to quote this material with copyright intact

[Forward email](#)

[SafeUnsubscribe®](#)

This email was sent to jj@jussim.com by jj@jussim.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

