



Innovation through Messaging

By Jim Dooley

Have you ever wondered why so many marketing efforts do not seem to work? It often boils down to trying to accomplish too much in one marketing campaign.

There is a lot to be said for the ***KISS principle – “Keep It Simple Stupid,”*** As you develop your marketing messages (you should keep this in mind), it's important to not only segment your market but also understand your target audience.

Conducting research to understand your target audience will enable you to develop an effective message, which will resonate with your potential prospects and customers. Research also helps you not only target a specific company, but also identify specific roles within that company to target. (By doing so, you can then target your messaging to specific problems and plant the seeds as to how you can help solve their business problems). Once an understanding of your audience is established and a clear and concise message is developed, you can then develop an effective and revenue-generating marketing campaign.

For example, say that you are targeting organizations that have Technology A that is being retired from the market. Your organization can help them replace Technology A and migrate to Technology Z. However, your specific messaging will be very different when you speak to the CIO versus the CFO.

Specifically, the CIO probably wants to ensure that the new technology meets all of their current and planned requirements. Additionally, the CIO wants to make sure that there is good market acceptance for the product and that there is enough staff expertise and training to ensure successful implementations and usage.

On the other hand, the CFO will be more concerned about the ROI, cost of migration, staffing needs, support and ongoing maintenance. These monetary concerns also interlace with the concern for a quick migration to minimize interruptions to daily operations while ensuring accurate data and real-time decision making by business managers.

Remember, the more you understand about your target audience at both an organizational and personal level, the better equipped you will be to develop messages that will resonate with your audience through separate, complementary and coordinated campaigns.

Filter and focus your messages to have the most effect. It is much easier to hit the target when you aim for the “Bullseye.” **Let's identify the “Bullseye” and take aim.**