

3 Easy Steps To Transform Your Communications From Drab To Fab.



Helping People with Purpose be Impactful.

VIM + ZEST



Want to hear some old news?

We make purchase decisions based on emotions. We develop emotional connections to brands and products and ultimately what we will feel when purchasing them. This isn't earth shattering news. PR practitioners, marketers and advertisers have known it for years – and you're going to learn how to use it to your advantage.

So how can you build an emotional connection between your brand and your target market? By transforming your communications from something uninspiring to something that uses emotion to successfully promote your brand.

Here are 3 steps that show you exactly how to do that.



Step 1 – ASK

You might think you already know everything there is to know about your business, its competitors and your customers. It's a huge branding mistake to assume you know exactly who your target market is and what they think and feel about your brand.

Commit to hours of research. Do the work. Ask the questions. The information you obtain will be invaluable.

Once you know exactly who you are writing for, what their purchase motivations are, and what stops them from completing a purchase, you can write marketing and advertising copy that speaks directly to them, and inspires action.

If you are concerned about the cost of this process, there are ways you can find out what your customers feel without involving expensive market research and its related costs.

Talk to your customers by getting out on the shop floor and asking them questions. Be polite, genuine, and thank them for the information they have provided. If you don't have a shop floor, add a survey to online purchases and give an incentive to complete it.

Then there's social media, which offers an highly effective insight into your customer's diary and is a helpful way to find out what your customers are saying about you and about your competitors.



Step 2 – IDENTIFY

When you're asking questions of your customers, one that should be at the top of your list is identifying the ultimate benefit your customer gains from buying your product.

Here's an example:

We don't choose to go on a beach holiday because we think the weather will be nice at that time of year. We go because it reminds us of sun soaked days spent with your Dad throwing you up in the air and splashing around in the ocean. You remember your Mum wrapping you up in a towel and giving you an ice cream. Or that time you buried your brother up to his chin in sand and a seagull tried to steal his hat.

The ultimate benefit of a beach holiday is reconnecting with your family, partner, friends and giving yourself room to relax, indulge and rejuvenate.

What is the emotional benefit a customer receives from your product or service?

Once you've identified this (by asking) then you know where their heart lies. Your next step is to identify how to communicate these emotional benefits through execution.



Step 3 – EXECUTE

The first way you can communicate the appropriate benefits to your customers is through the use of IMAGERY.

It's incredibly tempting to place a stunning image of a hotel on an advertisement, brochure or website. But will it touch the heart of your consumer and hasten their purchase decision journey by encouraging them to seeking further information?

You need to choose images that will emotionally engage your audience and humanise your brand. Make sure people are 'feeling something' in your photos. If the ultimate reason people would choose a holiday at your resort is to reconnect to family, you could invest in some quality imagery with a family playing in the pool.

Make your audience want to put themselves in the picture, this is called mirroring. An image of a day bed with a towel and open book on a stunning beach beckons the reader to imagine themselves there, getting that dose of relaxation and indulgence they crave.

Another tool you can use? VIDEO.

It's an incredibly powerful marketing tool and beginning to grow in prominence across all digital platforms.

Facebook has Facebook Live. Twitter has Periscope. Snapchat stitches together videos. Instagram has had video capabilities for some time, but a new feature now allows us to add video content to the swipeable Instagram Carousel ad product.

This means we can marry and layer photography and video content.

Your final tool? WORDS.

Don't be afraid to speak to emotions in your text. It's too easy to start writing about your product or service from a features point of view.

For example:

“Our Resort features a spacious lagoon pool, comprehensive Kid's Club and three family friendly restaurants.”

This text gives the reader information, but won't make people buy into your product or service. They need to feel a connection between what they ultimately want to get out of the holiday and what your resort offers. Try this instead:

“Hear the kids' squeals of laughter fill the air as they race each other across the pool. Take a moment to just relax on the beach while the kids make new friends at Kid's Club. Then break the family record for most prawns consumed in one sitting at the Seafood Buffet.”

If you're stuck for inspiration for upcoming advertising or thinking of re-doing brochures or your website, do this one thing and it will make your audience engage:

Speak to their heart!





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