



Good Afternoon!

In the beginning there was the "word of mouth".

Then came Print. Radio. Television. Cable Television. HD Radio. SiriusXM Radio. Websites. E-Mail. Facebook. iMessage. Twitter. Skype. Pinterest. Snapchat.....



Lee Taylor

I think you're getting the idea about how many new communication channels have come about in just the last 10 years? Technology has seriously changed and fragmented the way we talk to our customer.



In this issue of the Vortex, we'll discuss a simple process for selecting the right communication channels to reach your customer. Whatever channel you choose, remember that positive "Word of Mouth" is always the best.

I hope you are getting the biggest bang for your marketing dollars and that you are working with a marketing company that will give you an objective recommendation on how best to reach your customers.

Lee Taylor

If you like this issue, please pass it on ([or print it out here](#)) and remember referrals are always appreciated.

Selecting the Right Channel - So Many Choices!

This may be the most challenging marketing question business owners have to confront today. Not only do we have to know WHAT to say, we have to know WHERE to say it. And how to do it efficiently.

Steps to Take in Selecting the Right Channel to Reach Your Customer

Step 1 – Be Sure You Really Know and Understand Your Best Customers

This may be obvious but I am surprised how many business owners know their customer's demographics but don't have a clue as to how they process information. Are they visual people? Do they have a short attention span? Do they like detailed information?

Step 2 – Know Where Your Customers Get Their Information

Not everyone is a Social Media connoisseur. How often do they read their e-mails? Do they Tweet? Do they prefer reading the newspaper? Do they prefer meeting face-to-face? The best way to find out how they prefer to hear from you is simply to ask them. You might be surprised.

Step 3 – Decide if You Want an Interactive Conversation

If you aren't going to make a commitment to check your social media channels daily, steer clear from those options. There is nothing worse than not responding to your customer's comments, good or bad. If they take the time to post, they expect to hear from you.

Step 4 – Select the Most Cost Effective Channels

Put a pencil to the costs of the top three channels preferred by your customers. Go with the most efficient one. And don't forget to figure in the cost of putting together the creative. The channel selected will dictate your creative execution.

The trick is to find a Marketing professional who knows how to select and leverage all these new channels - someone who understands how to effectively translate your marketing message into the different technological formats.



Red Rock has years of experience helping clients select which communication channels to use. We can help you. Call Red Rock (314) 645-0011 or e-mail us.

info@redrockcomm.com



Red Rock Communications functions as an outsource marketing department for small-to-mid size companies and as a project-specific Marketing / Product Manager for larger companies.

Our Concept Is Simple.

We believe it's smarter to use your marketing dollars on programs that will grow your business than it is to spend your valuable assets on supporting the overhead and administrative costs of an in-house marketing staff. We are there when you need us but invisible when you don't.

Why Red Rock?

We are literally a one-stop shop for marketing services. In addition to providing traditional marketing services, we have the internal capability to produce creative materials – collateral, digital media and advertising materials.

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