



AMi eNewsletter

Supporting Marketing with Impact

September, 2018



Organizational credibility is much like your high school reputation: it doesn't take much to destroy it. See what steps you can take to protect and preserve your company's good name.



Maintaining Credibility: 2 Easy Practices for Success

If you want your department, your company, or your organization to succeed (and you obviously do), you need to earn that success. You need to prove that you're knowledgeable and capable. And although you need your stakeholders, employees, volunteers, and vendors to believe in you and trust you, the most important people you need to establish credibility with are your customers.

How do you build credibility?

Well, you need to manage your finances honestly and transparently. Your leaders should be reputable and of good character. Your management practices need to be consistent and solid. And your products and marketing efforts need to do deliver what was represented. In other words...



Say What You Mean, and Mean What You Say: Practicing Honesty in Marketing

A couple of years ago, I signed up to receive weekly emails from a particular website. I hadn't received any from them in months, and then I suddenly found one in my inbox. The subject was simply, "This is how our internet party ends." The message itself said this:

"Believe it or not, your email provider thinks we should end the party.

Because it's been 90 days since you last opened one of my emails or, for the last 90 days they've been going to spam/junk, I'm no longer landing in your inbox or worse, you are just ignoring me.

But don't worry, my feelings are not hurt.

So, if you want to keep the party going (and receiving emails from me) I need to know.

Please click [here](#) so we can keep the party going!

Otherwise, as of next week, that's it. I won't be sending any more. I have to tell you, it was awesome to party with you like it was 1999.

”Pretty clever, right? But the problem is that I had received warnings like this before. In fact, this was the fifth “warning” I’d received from this website since December 2017. Although two of them had different subject lines (“Am I still welcome in your inbox?” and “Was it something I said?”) the other three had the exact same subject and the exact same body copy as described above, and I hadn’t responded as requested in any of those cases.

My point? Say what you mean and mean what you say. We usually think of this in terms of product or services descriptions, but they apply to all forms of communication, too. Don’t make claims or give ultimatums and then not follow through with them.

You absolutely want to give your customers several chances to respond to your offer or to remain on your contact list, but when you give them multiple opportunities or a final deadline and they don’t respond, that’s your cue to leave them alone. When you don’t, you not only lose that customer for good, but you also lose your credibility. Your market needs to be able to count on you to be honest and respectful. Playing games leads to distrust.



Speak Their Language:

Understanding Your Audience for Effective Communication

We hear it all the time: know your audience. We think of it in terms of renting lists, identifying markets, targeting solutions, and communicating to markets through the most effective channels.

But knowing your audience goes beyond knowing how to reach your prospects and customers. It includes knowing how to speak to them.

When you consider what you know about your audience, you can communicate with them in ways that will appeal to them the most. That may mean using technical jargon or a more casual tone. It could mean incorporating slang into your text or making your writing ultra-formal. Whatever the case, it means taking the time to get to know what they like, how they speak, what they struggle with, and what they expect from you.

You've heard it time and time again, but it's true. The more you know about what motivates your target audience to act, the more you know about what annoys or frustrates your market, the better you can communicate with them and the more they'll come to trust and rely on you.



Credibility killer

Combat credibility issues with excellent customer service. The Direct Marketing Commission, the body that oversees and enforces the Direct Marketing Association's Code, identified poor customer service as one of the top five company practices that customers complain the most about. And, according to SuperOffice, a customer relationship management (CRM) software provider, "67% of customers mention bad experiences as a reason for churn, but only 1 out of 26 unhappy customers complain." Even worse? Thirteen percent of unhappy customers tell 15 or more people about their bad experience.

Very truly yours,
Milt



LET AMi PARTNER IN YOUR SUCCESS!


Wallace Bacon

Director of Business Development

703-587-7400 wbacon@amidirect.com

Share Via:



Check out my website 

You've received this email because you are a subscriber of [this site](#)
If you feel you received it by mistake or wish to unsubscribe, [click here](#)

Copyright © 2003-2018. All rights reserved.