# Six steps to create effective marketing communication

Use this template each time you develop marketing communication. It covers each step, starting with your goal and target audience.

Each step is like a jigsaw piece. It all slots together to create the end result. Using this template helps you check each step fits together. Plus it’s a handy record you can refer to next time.

## Advice and examples

For more on each step, check out our page on promoting your business. It will help you fill out this template and create effective and engaging promotions.

[Find the best way to promote your business](https://www.business.govt.nz/business-performance/marketing-strategy/find-the-best-way-to-promote-your-business)

## Reusable template admin info

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| **Date** |  |

## Step 1: Why do it

## Work out your goal, including what you want people to do

Your ultimate goal is likely boosting sales. How can this piece of marketing content contribute to that goal? Examples include discount offers, getting people to visit your store or website, or attracting new followers on social media.

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| **My goal** |  |
| ***Example: Manu’s Mowing*** | *Attract new customers with a discount offer.* |

## Step 2: Who you want to attract

## Identify the target audience

Know who you most want to attract — a wide audience or specific group(s) of customers? This helps you pick the right tone and plan any targeting.

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| **My target audience** |  |
| ***Example: Manu’s Mowing*** | *Young families with gardens who live within 10km of my business* |

## Step 3: Which promotion type

## Choose the type of marketing communication that best fits your goal

For details, more examples, and ratings for the 4Cs of marketing (communication, credibility, cost, control), see [*Promotion types and how to choose*](https://www.business.govt.nz/business-performance/marketing-strategy/find-the-best-way-to-promote-your-business/#e-28376)*.*

* Advertising, eg billboards or social media campaign: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sales promotion, eg discount offer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Direct marketing, eg personalised emails: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Personal selling, eg trade show: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Public relations, eg positive media coverage: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| ***Example: Manu’s Mowing*** | *Sales promotion / discount offer*  *I want to target the offer, so control is important. Limiting the audience will keep costs reasonable, for promotion and providing discounts.* |

## Step 4: How you communicate

## Design and create the message

This needs to:

* appeal to your target audience
* suit your promotion type and chosen channel
* help achieve your goal.

Think about what might appeal to your audience, eg low prices or quotes from satisfied customers. Will your audience respond best to emotional, rational or moral messages?

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| **My message** |  |
| ***Example: Manu’s Mowing*** | *25% off lawnmowing — the best service at the best price (rational message to lure bargain hunters)*  *OR*  *We’re here to help so you can just relax in your garden (emotional message for time-poor families)* |

## Step 5: Where and when

## Choose the right place (channel) and the right time

Examples of channels include social media posts, phone calls and radio adverts. If you choose personal selling in step 3, the channel is where you plan to meet people face-to-face, eg home and garden expo.

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| **My answer** | *Channel:*  *Timing:* |
| ***Example: Manu’s Mowing*** | *Channel: Targeted Facebook posts as I see people asking about local gardeners in neighbourhood groups*  *Timing: Just before school holidays — my target audience might not mow their lawns when work/life balance gets tricky* |

## Now put it all together. Check it over for errors or tone-deaf messaging. Then get your message out to the right people.

## Step 6: What next

## Collect feedback and measure success

This helps you understand if your promotion worked. Measure what people do. You may see a change in website visitors, sales numbers, or other statistics.

Ask yourself:

* Was the communication effective?
* Would you use this approach again?
* What would you change next time?

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| **My answer** |  |
| **Example answer: Manu’s Mowing** | *Post reached \_\_\_ people*  *\_\_\_% clicked on it*  *\_\_\_ made a booking* |

## Tips

Keep these notes for reference. Consider repeating the campaign if it helps you achieve a long-term objective. Try running slightly different versions, eg to target a new neighbourhood or age group.

Get personalised tips on doing business online.

[Do business online](https://www.tools.business.govt.nz/do-business-online)