

How to win customers, achieve results and become more successful: Tips and Recommendations

Develop the Strategy

Analysis

Investigate target groups and opportunities

Unmet need

Understand official/personal expectations

Powerful message

- Attention
Create interest in content
- Benefit
Offer a fact-based solution
- Superiority
Show unique value
- Validation
Support with references, quotes, stories
- Behaviour
Call to action

Modes of Expression

Check

Test draft, adapt to feedback, test again

Communication channels

Connect multiple channels

Success criteria

Define key performance indicators

Customer Relationship Management

Build your customer database

Choose Modes of Expression

Product

Identify substance class and brand name

Vocabulary

Identify distinctive, positive words

Core claim

Concentrate key content in one sentence

Bullet points

Formulate 3 short statements

Important number

Identify the most relevant number

Easy legibility

Select appropriate font, size and contrast

Proven layout

Choose an effective page format

Appropriate colour

Use brand colour

Comprehensible tables and graphs

Make diagrams crystal clear

Compelling visuals

Use suitable and consistent images

Customer Experience

Address sensory aspects

Select Communication Channels

External experts

Individuals, advisory boards, societies

Events

Conferences, workshops, presentations...

Scientific publications

Original articles, reviews...

Personal contacts

Meet and network with people

Digital media

- Visible websites
- Online videos, podcasts
- Newsletter, blog
- Collect email addresses...

Public relations

Engage the media, work with journalists

Advertising

Adverts, brochures, print mailings...

Further aspects

- Medical/Marketing/Sales force
- Internal/external call center
- Additional options

Align with customer journey

Touchpoints, frequency, integration ...