

# 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 ...