



## **BUSINESS TIP FOR TODAY – customers and channels**

Sarah is going to talk about making your words work harder - using the right words to promote your products and services whether it is on websites, brochures or newsletters.

But for our Business Tip today we are asking you to take a step back – Sarah can help you create the best words in the world but if you are targeting the wrong market segment or using the wrong media the words could be wasted. Too often businesses try to use one message and one media to reach a range of customers

Have any of you watched the surprise TV hit Goggle-box? It records the reaction of 16 families to chosen TV programmes. The interesting thing is that they are all very different families with different interests and probably reading, watching and listening to different media

There's **Leon and June** who are retired teachers. Leon is a bit of a curmudgeon

**Steph and Dom** who are very posh, live in a big house and usually have a glass of wine in hand

**The Tappers** are a Jewish family with two kids and very involved with the local synagogue

**Chris and Stephen** are both hairdressers and in the last series were in a relationship together, but remain firm friends.

**Kate and Graham** are a young couple, she's a vicar and they have a greyhound called Buster but no children

And so on – and so as you can see a complete spectrum of people with different interests, different lifestyles and using different media.

So Top Tip today – before you start to communicate, understand your target market, understand what makes them tick and understand what channels they use to learn about products and services.

Then you can use Sarah's great words to help you achieve your objectives!

*And of course if you join one of our programmes you'll get lots of help to answer these questions and more*