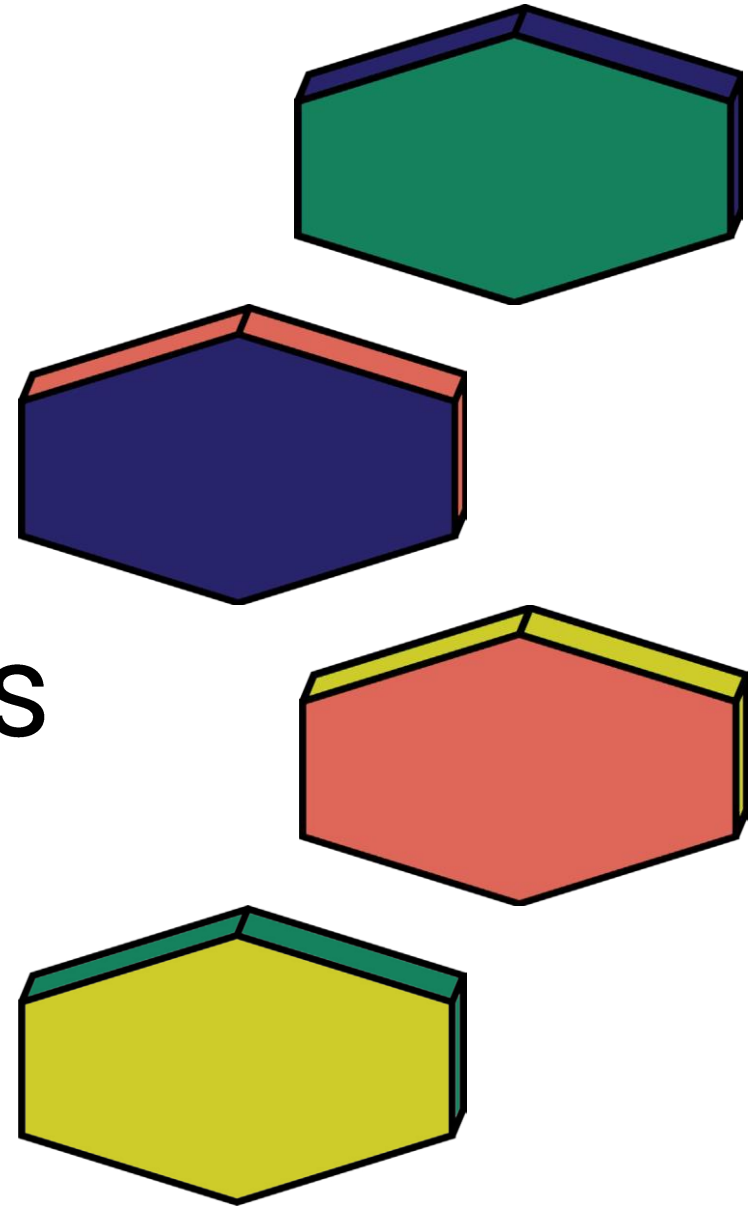


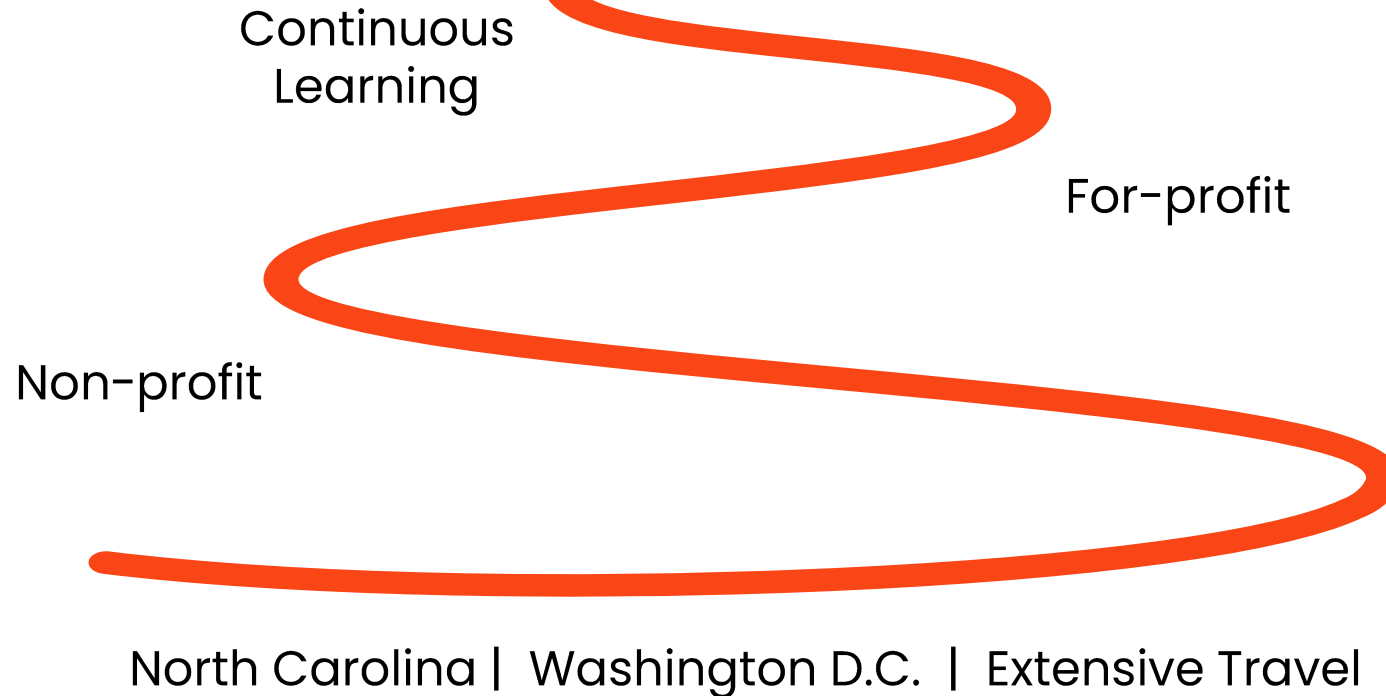
WELCOME!

Business Communications

Organizing/Drafting Brand Messages



Danielle Kinahan



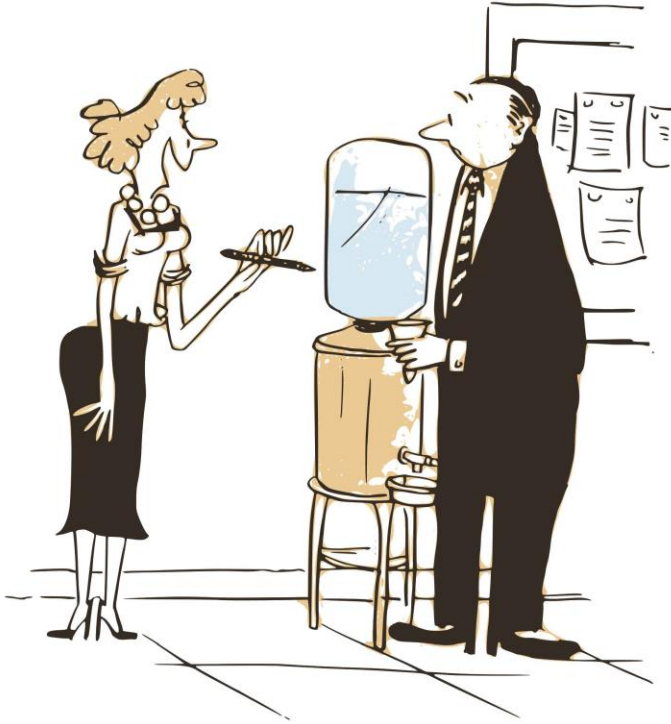
Danielle has over a decade of program management experience in multiple sectors and served as a Peace Corps Volunteer in West Africa. She currently manages the Emerging Professionals Program at Dunn-Edwards Paints that partners with students to provide industry knowledge and skills enhancement opportunities.



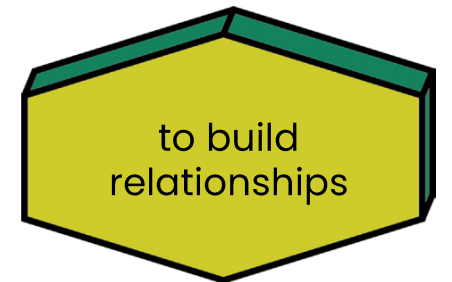
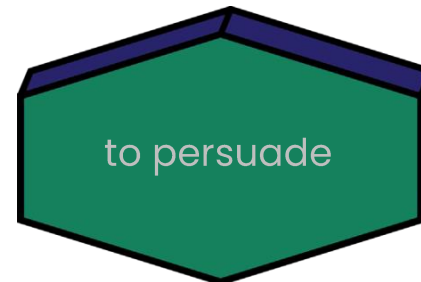
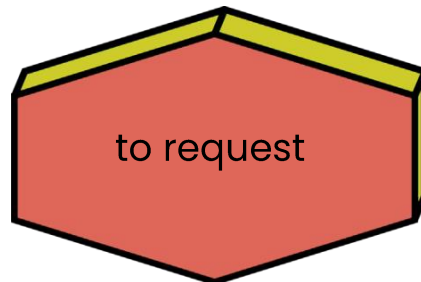
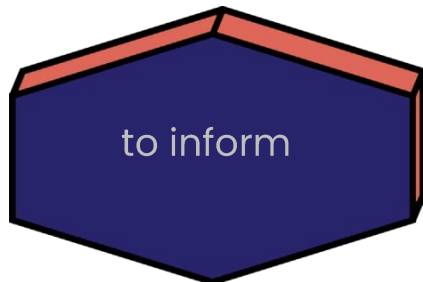


What is Business Communications?

Business communication is the process of sharing information between people within and outside a company. -[Nextiva](#)



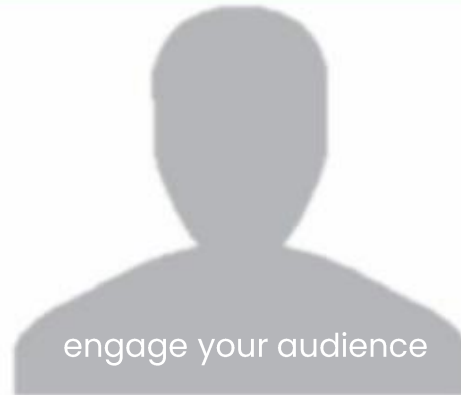
Main Purposes of Effective Communication:



The Buyer's Journey



Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give name to their problem.

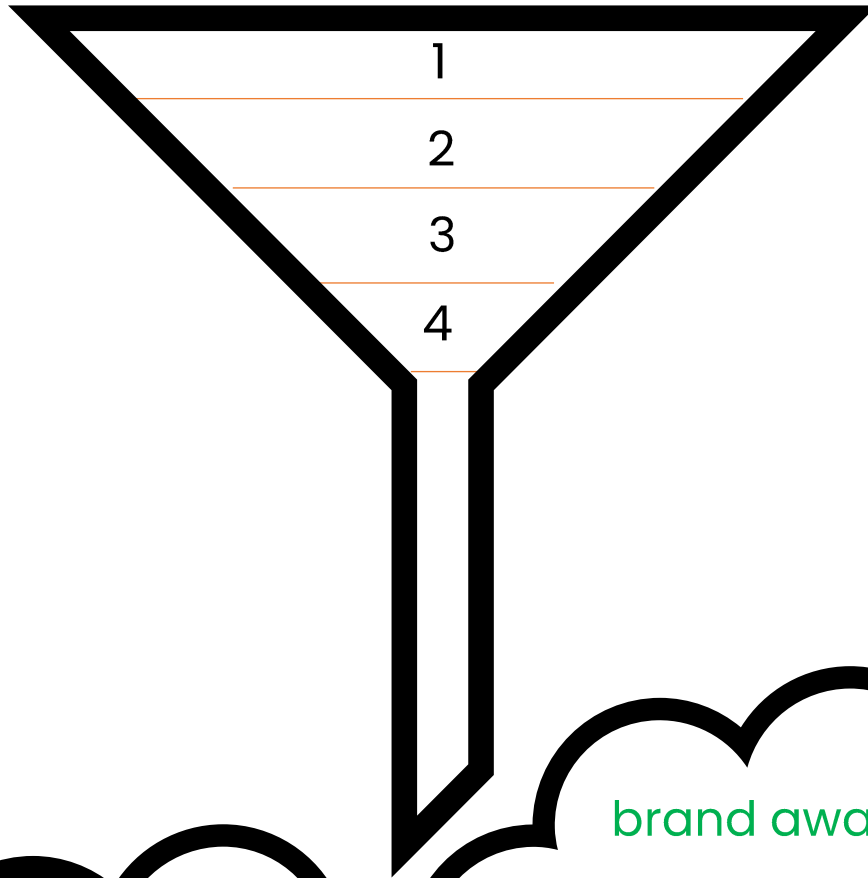


Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

Comms Relationship Funnel



1. Know your industry
2. Know your brand
3. Know your customer
4. Apply the buyer's journey

brand trust



brand awareness

employee engagement



how to videos | blog posts | social media posts

newsletter | drip campaign | events | webinars | office/sales calls

case studies | demos | pricing info

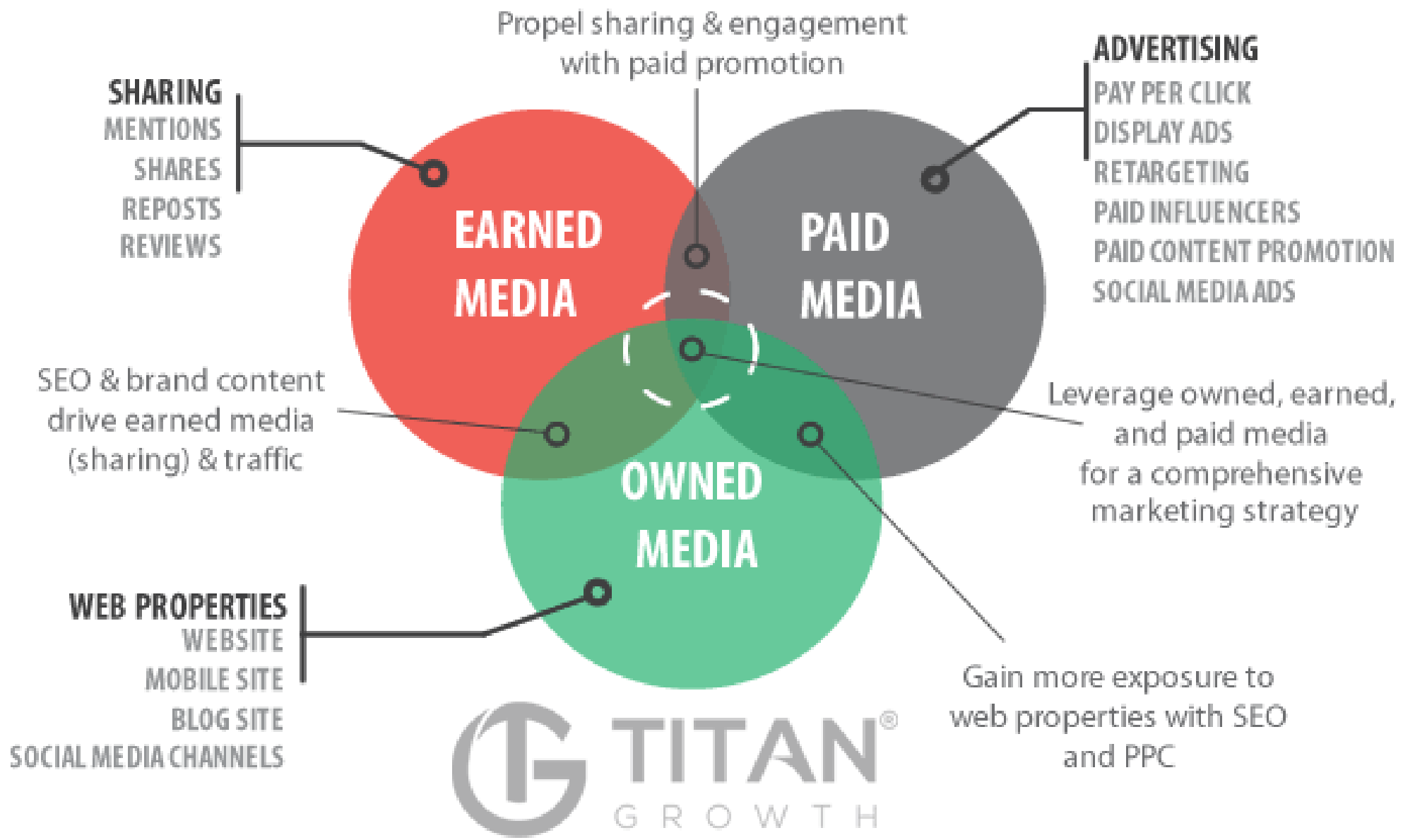


90% level of effort



10% level of effort

Marketing Eco-System



Taco Bell Case Study



Willing to reinvent outreach

Understand their customers

Know who they are as a company

Conversation based – authentically engage

Create & cultivate fun brand experiences/emotional branding

Consider the customer a “friend”

TARGET CUSTOMER: 18-34 YEARS OLD; GOOD SENSE OF HUMOR; WANT AFFORDABLE, FAST, LATE-NIGHT FOOD



tacobell

1.51k posts · 6.4m followers · 109 following

Taco Bell
Live Más
ta.co/bell

- Summer of...
- Wallpapers
- New
- Blog
- Safety
- Taco Shop
- Feed The B...

POSTS · REELS · LIVE · SPONSORED



Bree @BreeWhadupp · Dec 2

Dear @tacobell, bring back the rolled chicken tacos. Please and thx 😊

5



9



Taco Bell @tacobell

Replying to @BreeWhadupp

Ummm, they are back. 😊

5:40 PM · Dec 2, 2019 · Twitter Web App



Taco Bell

795.6K Tweets



Follow

Taco Bell

@tacobell

Live Más

Need support? We're here for you. @tacobellcare

United States Ta.co Joined July 2007

81 Following 1.9M Followers

Tweets

Tweets & replies

Media

Likes



Taco Bell @tacobell · Sep 23

Who got you smiling like that? Taco Bell answers only.

1K

355

2.7K



Old Spice @OldSpice

1d

Why is it that "fire sauce" isn't made with any real fire? Seems like false advertising.

In reply to Old Spice



TACO BELL

@TacoBell



@OldSpice Is your deodorant made with really old spices?

1 day ago



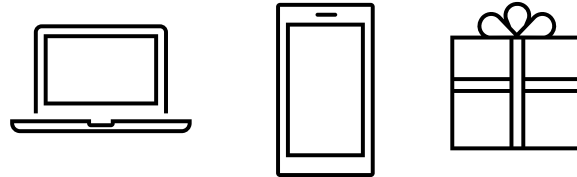
Brand Messaging Key Takeaways



Brand story/brand identity



Target persona(s)



Short & sweet messages

Put your message everywhere – free advertising

Simple & clear imagery

Always remember to be AUTHENTIC. It doesn't matter what you are selling, just be consistent, straight-forward and clear. Your target customers will reward you with their purchases and loyalty.

THANK YOU!