

Developing Communications

Communication in organisations tends to be a bit bland and inconsistent.

Communications in the world of Solvd Together is about marketing a product or a service and requires a different mindset.

When thinking about comms, it pays to be bold and think beyond email. Just like when you're developing solutions, you should be aiming for 'consumer-grade'. In other words, something you might see in your personal life.

Getting Started

Good communications should:

1. Get people excited to use your solution.
2. Help people understand what's in it for them.
3. Get people to adopt/visit/try the solution.
4. Stand out from the usual boring central communications style and messaging.

Considerations when designing communications:

1. Disrupt the expectations of your audience.
2. Try to do something that will make your communications stand out so people take notice.
3. Create a 'multi-channel' campaign that joins up multiple layers of communications e.g. email, social and physical assets.
4. Many organisations will have dedicated communications teams who control the main channels. Make sure you make friends with them early on.



Developing Communications

1. Start by planning your communications campaign. It's not a one-off event but a series of different touch-points.
2. Copywriting is key to good communications. If you're not a proficient copywriter, find someone who is.
3. Think about all the boring corporate announcement emails you've received. How much attention do you pay to them? Try to avoid conventional designs and tone of voice that will simply become part of the noise.

Some examples of impactful communications you may have seen in the real world are:

Product launch announcements.

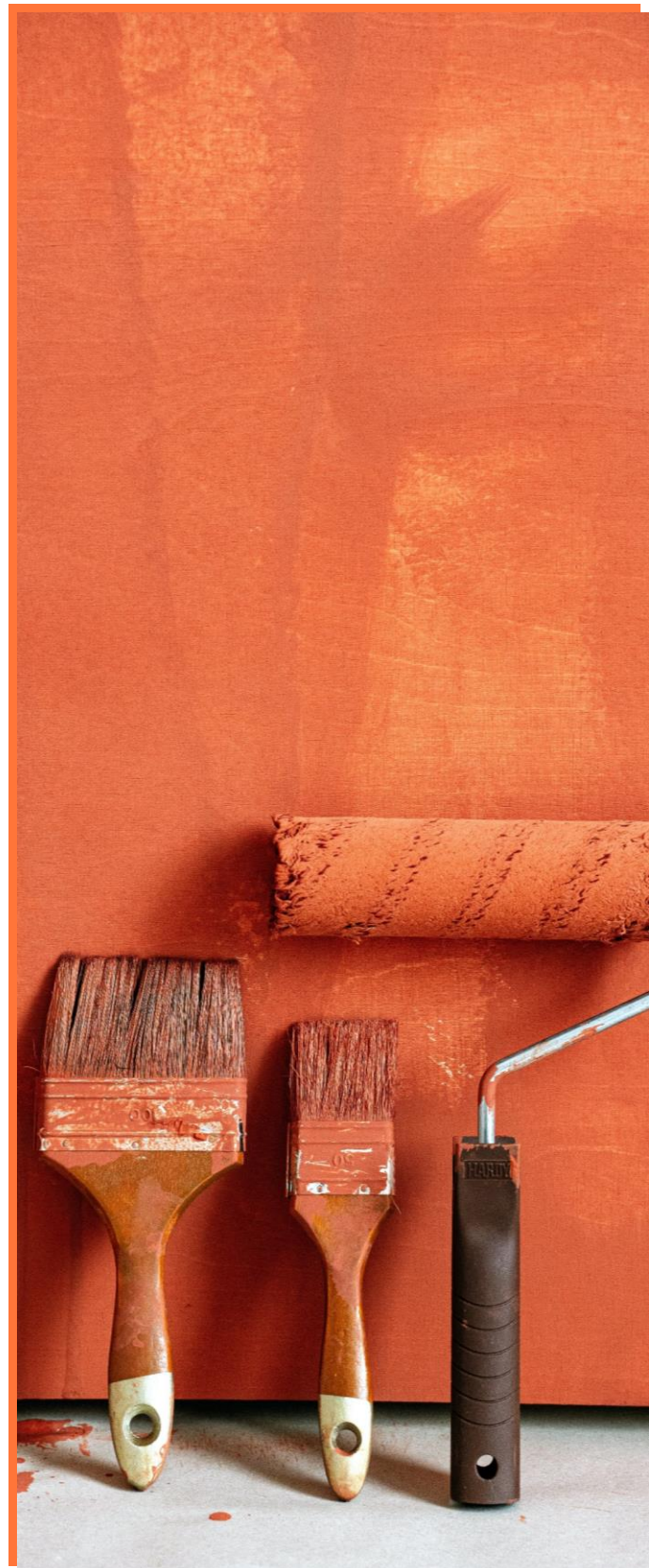
They usually have a clear call to action, e.g. "Pre-order to get access to additional benefits."

Newsletters on mailing lists.

They're often filled with interesting additional content aimed at the target demographic.

Election campaign materials. They often try and evoke an emotional response to get you to engage at the ballot box.

Music gig or music festival teasers. Often bright, stylish and representative of the artist(s).



CASE STUDY 1

A company was relaunching their annual compliance training that had to be completed by all employees.

Engagement with this content had decreased over the years and as well as redesigning the approach to this training, a series of video trailers were produced.

These all had an emotional hook teasing the scenarios in the compliance training and were communicated several weeks before the project went live.

Users were able to draw a connection between themselves and the characters in the communications, making them far more engaged and receptive of the solution when it launched.

CASE STUDY 2

A company was launching a new marketing academy to great fanfare.

In the lead up to the launch event, overnight desk drops took place where handbooks, event registration information and freebies were left on potential attendees' desks.

People arrived to the office the next morning to the materials. This meant many of them registered immediately due to the timing and location they received the communications.

Desk drops can be great environmental communications because you're disrupting the audience's environment and giving them something useful and unexpected.

Top Tips

01

In your Discover phase you need to assess the most relevant channels to your audience. This is where you need to focus your efforts.

02

Always drive towards a 'call to action'. Ask yourself what you want recipients of your communications to do as a result of engaging with it.

03

Be aware of what translations or localisations will be needed. Watch out for anything that will be lost in translation like common sayings.

04

Use email marketing tools such as Mailchimp to create automated/scheduled email touchpoints rather than sending one email manually.

05

Think about what would make your communications 'Instagramable'. In other words, what would encourage people take a picture of it and share it with their friends.

06

Using incentives such as a give away or prize draw can get people on board as advocates of your solution.

07

Easter eggs... Not *actual* easter eggs, but hiding secret messages, rewards or extra content in your communications can often surprise and delight your audience and get them talking.

08

Be aware of your environmental impact. Physical resources can use a lot of paper, plastic and other non-recyclables. Check with your suppliers.

09

Make it personal. Messaging that speaks to the audience and their experience is far more likely to be noticed.

10

Humour can go a long way in organisations that are traditionally serious in their tone of voice.

Common Mistakes

01

Only using email.

02

Not taking risks and doing what's easy or standard.

03

Asking for people's time and energy without explaining what's in it for them.

04

Thinking, '*if you build it, they will come*'. Don't just rely on the existence of a solution to get people to use it. Tell people about it, at least seven times.

05

Using boring stock photography in communications such as pictures of people in meeting rooms is often a 'turn off'. Check out Unsplash or Pexels for royalty free images.

06

Bad comms look and feel like every other communication people have seen that week.

07

Including loads of context upfront without getting to the practical information.

08

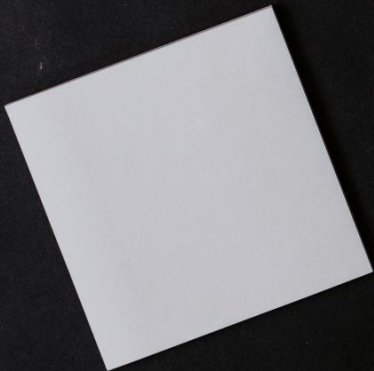
Not tracking engagement of digital communications such as click-throughs etc. Link trackers such as bit.ly can be handy to see how many people have engaged with the content.

09

Don't just fire and forget. How people engage with your comms can tell you things that might help you when it comes time to iterate. Pay attention to any data you're tracking.

10

Treating every audience member as the same group. Often there will be multiple 'journeys' that need to be mapped through to successful adoption of your solution.



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