

MotorBrains®

Ignition #885: Many customers, Many messages

With the increase in media outlets (internet popups, mobile messaging to name a couple) comes both the opportunity and the challenge of creating different messages for different audiences - all for the same product.

Here's an exercise to help you craft messages tailored to the target consumers, while keeping an "umbrella" message firmly in mind.

Step One: Imagine yourself as a restaurant owner. You have four tables in your restaurant, and each of the four tables is occupied by different target consumer segments. List those segments out, and be as specific as you can (e.g. tweens, retirees with two homes, do-it-yourself young couples).

Step Two: Now think of your product (just one product, not a line or that will get confusing); think of how you would "present" your product or service offering to the various consumer groups. Since we're in a restaurant, let's "present" it as a MENU item. Draft your four (make them short, like two sentences) menu item descriptions for each of the four tables.

Step Three: Before you send the menus around, look at your four menu item descriptions. Are they indeed tailored to the consumers sitting at each table?

Important! You need to avoid confusion in the "kitchen" - all of the customers are ordering the same product, but they are looking at it differently. So, what is the "through-line" that connects all of the menu item descriptions, besides the product/service itself? Try to find a common element that you can consider your "umbrella" message (for example "simplicity" or "surprising freshness").