

1. Record Nr.	UNISA996339130503316
Autore	Theobald Theo <1957->
Titolo	On message [[electronic resource]] : precision communication for the digital age // Theo Theobald
Pubbl/distr/stampa	London ; ; Philadelphia, : Kogan Page, c2013
ISBN	1-283-87364-8 0-7494-6488-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (200 p.)
Disciplina	658.45 659.14/4 659.144
Soggetti	Business communication Online social networks Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	04 What are we up against?The audience holds the power; Opinions can be volatile; Information overload; Technological malfunction; In short; Tip; Section Two Guiding principles: stickiness and blogging; 05 All about stickiness; How stickiness helps; Two-way (social) listening; Building an ever-ready audience; Opinions, accord and answers; Pulling the trigger; In short; Tip; Answers to exercise 5.1; 06 How to get stickier; Relevance; Universality; Solution; Feelings; Trust; In short; Tip; 07 Thoughts about blogging; What are blogs?; 1. Find out why; 2. Pull don't push 3. Consider who is responsible4. Phase your blog in; 5. Plan your time; In short; Tip; Section Three Understanding customers: personal branding, segmentation and sales principles; 08 Building a brand to deliver better messaging; How brands are built; Brand case studies; In short; Tip; 09 Segmenting an audience; Who are your prospects?; Sorting out your 'all sorts'; Simple segmentation; Complex segmentation; The future of segmentation; In short; Tip; 10 Developing relevance via marketing and sales; Applying the 'so what?' test; Try something new (test marketing); Developing a sales proposition

In shortTip; Section Four The nuts and bolts of better writing: 'how to' guides on writing and editing; 11 Gathering content; Getting to grips with the audience; Listening skills; Be curious; Researching sources; Assimilating information; Processing content; Keep fresh; In short; Tip; 12 Developing the message; Sales versus happy traffic; Integrated communications; Managing the platforms; Planning output; Don't be cheeky!; In short; Tip; 13 How to write better copy; Revision (grammar and all that); Use spell checker; Let's write; Looking back - a review process; Getting to the point
Starting pointSimplicity; Developing themes; Pay-off; In short; Tip; 14 How to edit existing copy; The process of precis; In short; Tip; Section Five Advanced technique: going global, expanding creativity, storytelling and more; 15 Crossing boundaries and going global; Finding similarity and celebrating difference; Researching your new markets; Guidance for cross-border communication; In short; Tip; 16 Expanding creative horizons; Creative writing - developing a workable strategy; Getting started; Mix things up; Cut yourself some slack; Find the right time; Record your spontaneous thoughts
Review your efforts

Sommario/riassunto

Gone are the days of the traditional sales letter. Engaging with global audiences in an increasingly competitive world means that what you say has to be incisive, relevant and delivered in a way that can't be ignored. On Message provides expert guidance to help you keep up with the demands of the newest of new media, build a community and compete with big players. Packed with examples and practical help, it includes: templates; simple formulae for better messaging; practise exercises; review techniques; tips on flexing your writing muscles, and strategies to develop hard-hitting communication.
