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How to Construct an Effective Internet Message Plan

Larger organizations invest heavily in developing brand and leadership image within their markets. Using the internet, smaller organizations can now build their brands using an effective internet message strategy.

Many company websites are the main conduit for information exchange between customer and provider and between seller and prospect. Effective use of the internet requires understanding client behavior as well as an appreciation for how current customers use the web. Skilled internet marketers understand the level of internet skill used by customers and prospects and have taken the time to build a consumer profile that outlines behavior and buying habits of the current customer base.

Newer enterprises or those just beginning operations may not have this information, but the strategy can still work. With a little creativity, new companies can find information about the target market and compose material more general in terms of market need and product/service usage. Research time is well spent, though, and will greatly help focus web page copy and blog content to address the issues customers want to know about.

[SEO Consultants in Denver](#) has successfully implemented internet communication strategies using this information to achieve top search engine rankings as well as to help clients convert readers into customers.

In all, a good message and communications strategy will establish: Credibility Leadership Depth of knowledge Confidence

Understanding how your current customers use the web, you can build your messages to address points that establish you as the leader in your line of business. Here are a few techniques.

Credibility: Providing information helpful to prospective customers is always a good idea. Blogging or posting common questions that consumers in the field frequently face can establish the company as one that is effectively "on the same side" as the customer. Including little known industry facts are also useful. Purchasers new to the industry will appreciate knowing the experiences of others - particularly as they navigate unfamiliar territory.

When future questions arise, these readers will remember your ability and willingness to provide useful help and information. If your customers frequently use the web to research product features or location, you can address concerns about product reliability, ease of acquisition (shipping or delivery features that you provide). Understanding the reasons your customers use the internet is important to structuring the credibility message.

Leadership: Leadership image is validated by stories from current, satisfied customers. These stories should also include validation of the value proposition. References are also useful in proving that the organization delivers the promised value through its products and services. New companies with no established customer base may find this problematic, but most new business owners have contacts willing to state that the company is committed to customer service and delivering value.

Story telling is a proven method of delivering information. Focusing on how clients realized the value of the product or service should be included on the company website or blog. New companies won't take long to acquire a few of these stories. Maintaining a log of these customer experiences is necessary to build into the message strategy as the company matures.

Depth of Knowledge: Too many details of course risks losing readers. However, details are necessary to establish a depth of knowledge required by customers before making a purchase decision. Publishing case studies and customer stories are again useful, but some readers want more product detail than is practical to include within a client success story. Detailed product pages can be built elsewhere on the website to handle these types of inquiries, leaving the main pages to focus on how customers find value in the service or product offering.

Questions that customers asked in the past are also useful to include in the web page content. These questions are relevant to future customers. Providing answers and solutions in advance allows the company to build brand image around its depth of knowledge.

Confidence: Nothing establishes consumer confidence more than successfully delivering value. Defining that

value is a useful technique here. For instance, if you provide a business service, find out from your customers exactly what using your service meant. Did you deliver a solid Return on Investment? If so, what percentage? In what time frame? Making bold statements on the results you deliver are important, but must be backed-up by facts and by customers willing to validate your claim.

Prospective customers are willing to invest in products and services if value is delivered. The message strategy needs to minimize the perceived risk held by the prospect. Telling stories that communicate the results other customers received reduces the level of perceived risk.

By focusing on one of these objective areas in each blog post, you can keep your page fresh and accomplish at least one communication strategy objective. In the next few days, we will review techniques to keep your communication strategy organized, discuss a good structure and volume for each individual post and review ways to post your information to attract the most possible traffic from the search engines.

[SEO Consultants Denver](#) assists clients across the country attract new business income streams and earn new sales using established Search Engine Optimization and internet market communication processes and methods. Specializing in article market communication and link building, the company serves both service and manufacturing companies.

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