

## **CONVERTING YOUR PLACE PROMISE INTO A COMMUNICATION STRATEGY**

After you have invested all the time and money to create a heart and mind opening promise for your location, and you have developed a set of target segments to concentrate on promoting your location as a preferred choice for capital investment, it is time to convert your promise into an actionable communication strategy.

**Typically two mistakes are made at this stage of the branding process -**

**Mistake #1** - The Agency is allowed to simply write creative they believe will most effectively “sell” your location to your target. This results in a disjointed message that may attract attention and interest, but does not help strengthen your location image. You may create a short-term interaction, but do not build long-term equity in the mind of your target. The next time your target is thinking about where to make a capital investment, your location will not be recalled.

**Mistake #2** - The communication simply restates your place promise as written. This approach looks good on paper, but fails to make a heart and mind opening connection with your target. Relevancy may be superficial and the message will not be particularly memorable. The next time your target is thinking about where to make a capital investment, your location will not be recalled.

To avoid these common mistakes, you need to purposefully convert your place promise into a message that will bring it to life for your strategic target.

**An effective communication strategy is -**

- A simple statement that describes the benefit of your promise in words your target will understand, and emotionally respond to.
- A set of reasons to believe the promise you are making is authentic.
- A reflection of your desired location identity.

Here is a simple tool that will help you ensure consistent and effective communication of your place promise. Be sure to validate the conversion through qualitative feedback from your target audience. The more it “speaks” to them, the stronger your communication efforts will be.

| <b>PLACE PROMISE -</b>                         |                                 |                                  |                                      |
|--|---------------------------------|----------------------------------|--------------------------------------|
|  | <b>OVERALL STRATEGIC TARGET</b> | <b>SEGMENT A (e.g. Industry)</b> | <b>SEGMENT B ... (e.g. Industry)</b> |
| <i>Benefit of Promise</i>                      |                                 |                                  |                                      |
| <i>Reasons to Believe Promise Authenticity</i> | 1.<br>2.<br>3.                  |                                  |                                      |