

COMMUNICATION AUDIT

Do they Get My Message?

The message that counts is not the one that is sent, but the one that is received by your audience. If they are not responding how you want, it is possible you need to clarify your message and refine your delivery. But first, let's see what others say:

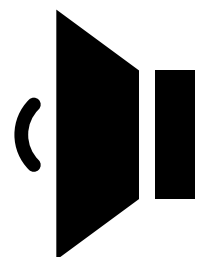
FIND 5 FRIENDS TO ASK THEM

When others look at your website, read your emails, hear your message, come across your brand or see your materials ...

- Can they identify what is important to your company (or campaign or ministry etc)?
- What are the first 5 words that come to mind when they skim your content for 30 seconds?
- What do they perceive as the primary message (or 2-3 messages) you are trying to convey?
- Where do they see your material showing up? (I.e. if you think your Facebook ads are reaching them - do they see them? Are they seeing your ads in the newspaper?)
- What do your brand colors, logo, graphics signify? Is there consistency of message?
- What is the call to action that your audience walks away with after hearing your message? Is it the desired outcome you want?

7 WAYS TO IMPROVE HOW YOUR MESSAGE IS DELIVERED

1. Be clear on what your mission statement is as an entity.
2. Focus on your ideal audience, communicate how and where they communicate, and show up where they are already at.
3. Make sure your message is clear and consistent across all platforms.
4. Periodically review with your team, and supporters making sure they understand who you are and what you are all about.
5. Identify your top 2-3 messages and make sure they are delivered on a regular basis on all platforms: repeat, repeat, repeat, repeat.
6. Make sure your website is optimized for SEO so that you are showing up in key search engines.
7. Make sure you are delivering your message in lingo your target audience understands.



Questions? Email Amy at amy@generationstrategies.com