

h m c i

hayter**marketingcommunications**inc.

## How Can We Choose the Messages that Resonate with Target Audiences?

hmci uses the Language and Behaviour Profile (LAB Profile) to analyze and understand how specific people, target markets and/or organizations get and stay motivated, process information, and make decisions. In turn, this allows the use of words/copy and visuals that are the right choice for the situation. The LAB Profile is used to examine fourteen traits that are analyzed for specific contexts. The reason for context specific analysis is that if a person has a certain pattern (or habit) in a specific context it may not be the same in another (i.e., choosing a company to work for versus picking a restaurant to eat at or purchasing a shirt versus purchasing products for the company they work for). Once you understand the LAB Profile pattern, messages are tailored for maximum impact.

**The LAB Profile offers answers to mission critical questions. The following example is for the context of purchasing:**

- **How much choice do prospects need?** Do they want options, or one clear, pre-defined choice?
- **How many times do they need exposure to the product or service before they buy?** Do they need repeat messages, and if so, how does that guide your media buying and marketing tactics decisions?
- **How much responsibility do they need to feel good about the purchase?** Do they need to be told that they should do it, or do they need to feel the decision was theirs?
- **How much involvement do they need?** Do they need a salesperson, promotional material or can they make their decision alone?
- **How much detail do they need before purchasing?** How does this guide what you say and what channel you use to say it?

### To Bring This to Life

We can all remember a time when we were explaining something to someone (such as a colleague, a job candidate, a customer) and we knew that they 'did not get it'. The person just did not understand you and did not know what you wanted them to do. However, you can remember times when you were explaining something to your best friend and it was easy. They just understood what you were saying and you saw them take the action you wanted them to. The difference between the two scenarios is that in the second, you were "running the same program". You naturally used the appropriate language for them to understand and take action. The LAB Profile allows you to have more communication that is easy, just like you are talking to a good friend.

### So What?

The LAB Profile is useful when you have to communicate. Understanding how people and organizations get and stay motivated, process information, and make decisions

has many applications. *Not only can you **trigger initial motivation but you can maintain motivation.*** Maintaining motivation improves customer relationship management. Below are cursory details for two of the applications: recruiting the right people/building strong teams and analyzing your target market.

### **Recruiting the Right People/Building Strong Teams**

#### **Organizations need to recruit the right people and build strong teams.**

Completing a profile of the actual position makes it easier to appeal to the right people by knowing what sort of traits they need so that goals are reached. For example, you recognize that you need someone that is not only good at noticing the corridors of opportunity but can also follow through and complete specific tasks. You may also recognize that delivering on time and sharing ideas with others is crucial for a particular position. As such, it is easier to identify who to recruit for the team and recruitment ads can be written with the language that will resonate with the type of individual needed for your team. Understanding your own profile and understanding others can make for better choices of team members, improves project management and communication among team members.

### **Analyzing Your Target Market**

**The LAB Profile is an excellent tool for sales and marketing divisions.** The following offers an example that helps you decide if this makes sense to you.

From your experience you are aware there is the need to understand client's motivational triggers. For example, XYZ Insurance Company has introduced new investment products and services. The concept of triggers supports the often repeated statement that people buy to avoid a problem or gain a benefit and identifies the two major divisions in people's motivation with regard to this trait (i.e., What will trigger a person into action? In what direction do they move? Do they move toward a goal or away from problems to be solved or prevented?).

Research has proven that purchasers of insurance are often 'away from' people. They notice what should be avoided, gotten rid of and otherwise not happen (i.e., avoid a problem). Hence, they purchase insurance to avoid problems for themselves, their families or organization.

Based on a preliminary review of copy that promotes financial planners a lot is 'away from' copy. The copy includes statements such as: "Do not let Revenue Canada take 50% of your retirement income". However, research shows that investments are inherently appealing to 'toward' people. Toward people stay focused on their goal. They do not buy as much insurance as people with the away from trait. If XYZ wants to broaden its customer base promotional pieces and presentations must also appeal to toward people (i.e., those that have not bought as much from them in the past when XYZ focused on selling insurance). All of this to say that when you are adding new services and products (or realize not enough people are aware of and/or purchasing your full line of products or services) carefully crafted copy and visuals that motivate people to take action and maintain motivation benefits you.

For example, to appeal to the 'away from' people promotional copy should highlight the financial disasters inherent in not investing wisely or purchasing enough insurance. Whereas to appeal to the 'toward people' goals and objectives with regard

to investments and insurance purchases should be identified in the promotional copy. Because XYZ is now offering both insurance and investment opportunities the copy has to be tailored so that individuals, regardless of their motivation traits, get both from XYZ. Though this is a simplistic description (i.e., only based on two of the fourteen traits that can be identified) it brings light to how determining the default profile of people you want to influence affects message choices. Once you have a profile, you can decide who you want to appeal to and what strategy options make sense.

**Regardless if you are marketing internally or externally the use of the LAB Profile is beneficial for:** Market Research; Lead Generation; Promotional Strategy and Implementation; Recruitment/Team Building; and, Communication Skills. By conducting research or completing training (i.e., so your employees can do it themselves) tailor made messages that resonate with your target market(s) can be used in promotional material, correspondence and presentations. If you know understanding your target market's triggers will help contact hmci today to learn more.

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