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# COMMUNICATE OR DIE

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There is no way out of communication

**WOW!**

**You**

**Are**

**Fantastic**

**And**

**who**

**knows**

**that?**

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**OKAY? SO - LET'S WORK!**

**Some questions you should ask yourself:**

What do I want to achieve?

Who do I want to reach?

How do I reach my target audience?

And how much is it going to cost me?

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# WHAT DO I WANT TO ACHIEVE?

## Define your goals

Sounds simple ...

... but the deeper you dig,  
the more complicated it may get

So ... be prepared for some serious thinking

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# WHO DO I WANT TO REACH?

## Define your Target Audience

Be very specific ...

... look at a wide range of determining factors

... develop a clients' profile

... don't exclude specific groups too quickly

# HOW DO I REACH MY TARGET AUDIENCE?

Your Key Messages must be clear

What do you want them to know?

What do you want them to feel?

What do you want them to do?

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# HOW MUCH IS THIS GOING TO COST ME?

## Determine the importance of PR

... for yourself

... for your business

... consult your budget before you invest in PR

... but invest in PR!

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# MARKETING AND PR

It's not the same ...

... but one can't live without the other

PR supports Marketing goals ...  
... and secures higher conversion

# DEVELOP A COMMUNICATIONS STRATEGY

## The ideal:

PR is successful if it is treated as news by editors – and delivered to the audience

## The reality:

You will have to pay for PR

# A PIECE OF ADVICE ...

## Listen to experts

- ... but select them carefully
  - ... ask them every question you can think of
  - ... test their creativity and reliability
  - ... don't make a rush decision
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# DEVELOP A COMMUNICATIONS STRATEGY

It's not all online ...

Print, Radio and TV:

Opinion editorials

Customers' advisories

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# DEVELOP A COMMUNICATIONS STRATEGY

It's not all online ... but most of it will be

Basics:

... a very, very well designed website

... which is updated on a regular basis

... and linked to as many corresponding sites as possible

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# DEVELOP A COMMUNICATIONS MIX

## Social Media Marketing

- ... your website ties in here – it's an anchor
  - ... go regularly to the places your Target Audience is
  - ... even little money spent on SMM is well spent
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# DEVELOP A COMMUNICATIONS MIX

## Social Media Marketing

- ... make them expect your messages
  - ... make your clients love your posts
  - ... involve them – surveys, competitions ...
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# COMMUNICATIONS OBJECTIVES

## Be realistic ...

- ... Check your budget
- ... Check resources both human and material
- ... Check your timeframe – be generous!

## Most important ...

- ... make sure results are measurable
  - ... make sure that findings are implemented
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# COMMUNICATIONS OBJECTIVES

## Examples of external communications ...

- ... build awareness with a clearly defined group
  - ... secure commitment of investors
  - ... influence policy makers
  - ... motivate partners to support your aims
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# COMMUNICATIONS OBJECTIVES

## Examples of internal communications...

- ... build awareness within your team
  - ... secure commitment of your co-workers
  - ... influence opinion leaders in your company
  - ... motivate your team to stick to their dreams
  - ... encourage regular, open and fair discussions
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# COMMUNICATIONS OBJECTIVES

## Be on brand ...

... because you want to portray a picture

... stick to your key messages

... stay with your theme in everything visible/audible

... for all communication internally and externally

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# COMMUNICATIONS OBJECTIVES

## Be consistent with ...

... logo

... slogan

... claim

... fonts / colors

... wording

... images

# COMMUNICATIONS OBJECTIVES

## Always ask yourself ...

... do my messages challenge?

... are they well founded?

... are they credible?

... do they portray honesty and commitment?

... do they prove our trustworthiness?

# COMMUNICATIONS OBJECTIVES

**Always ask yourself ...**

... do my messages show passion?

... do they show optimism?

... do they inspire?

**... and ...**

... are they delivering results?

PAUL WATZLAWICK SAYS ...

One cannot not communicate ...

... and ...

... the opposite of **bad** does not necessarily  
have to be **good** - it can also be **worse**



ENJOY LIFE ...  
AND ENJOY COMMUNICATING AT ...

# GEEKS ON A FARM 2015



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