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Drive home your message

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“Successful companies have a recurring focus that has been well defined from marketing questions in *fuelNet* the beginning, and that is carried through all media,” says Cher Murphy, *Monthly*, your one-stop president of Cher Murphy PR. To define your business’ key message, review resource for effective your goals to determine how the company can best serve the community. Thencommunications strategies that follow these four action steps from Murphy: result in secure, long-lasting customer relationships.. [Learn](#)

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4 steps to ensure consistent strategic communications

Every business has a core message — or at least it should — that helps drives a strategic communication management plan. But if the message isn’t clear or consistent, then a company can’t expect consumers to understand it. “Successful companies have a recurring focus that has been well defined from the beginning, and that is carried through all media,” says Cher Murphy, president of Cher Murphy PR ([www.chermurphypr.com](http://www.chermurphypr.com)). “Consumers and other businesses are more apt to conduct business with someone if they have a good sense of the company’s principles.”

To define your business’ key message, review your goals to determine how the company can best serve the community. Then follow these four action steps from Murphy:

1. **Capture the message in writing.** Establish talking points so that everyone who speaks to the public or the media about the business has a starting place. Hold a company-wide meeting to address any questions employees may have.
2. **Keep the talking points authentic.** While it’s ideal to have a consistent message, responses to the media should be original.
3. **Aim for consistency.** A company’s Web site should carry the same message and have the same look and feel as its brochures, business cards, and catalogs.
4. **Don’t sit pat.** Revisit and evaluate your goals often to ensure the company’s message is on target with the target audience.