

THE 5 M'S OF SUCCESSFUL COMMUNICATIONS

MARKET - MESSAGES - MESSENGER - MEDIUM - MATERIALS

Communications include anything you say, write and show people about your issue or cause.

It includes internal and external communications and can be as simple as how you structure a meeting or as dynamic as podcasts and email blasts. With strategic communications being both a process and a product, it can be difficult to know where to begin.

Having an understanding of **THE 5 M'S OF SUCCESSFUL COMMUNICATIONS** is a great place to start.

MARKET:

Your market means the people you want to reach. Identifying, understanding and prioritizing your market will help you determine the rest of the 5 M's. Markets are specific. Your *entire* community is not a strategic market. Break them down into smaller groups by identifying specific characteristics.

MESSAGES:

Messages are what you want to communicate to your market. Messages should be clear, consistent and geared to the group you want to reach. They should also be compelling and resonate with your identified market.

MESSENGER:

The messenger is the person you want to communicate your message.

Choosing the right messenger means identifying who is influential with your market. The messenger heavily influences the market's ability to hear the message. It's OK to have multiple messengers. For instance, a doctor in your community may have credibility with a group of parents, but a local sports star may be more compelling to a group of youth.

MEDIUM:

Medium is the mode of getting the messages across. It is the bucket that holds the specific materials used to communicate a message. Because messages can be delivered in a variety of ways, choosing the right medium for delivering your message is critical.

MATERIALS:

Materials are tools that reinforce your messages. They exist in all mediums and vary in appeal, reach and cost. Depending on which medium you choose to deliver your message, there are a variety of materials from which to choose.

MARKET - MESSAGES - MESSENGER - MEDIUM - MATERIALS

MORE ON MESSAGING:

Why do we need messaging?

Messages help build a shared understanding of the issues and cultivate consistency in all internal and external communications. They do this by:

- Telling a consistent story
- Speaking directly to the interests of the people you want to reach
- Emphasizing your strengths
- Distinguishing your efforts from others
- Motivating support for your effort

Everyone affiliated with the NE Iowa Food & Fitness Initiative is a messenger for the initiative! Tonight, what messages do you hear in the presentation?

Next month you will receive a "Message" sheet so we all have a common language as we speak about Food & Fitness.