

“The Really Useful Concept” E-Zine

What is the REACH E-Zine

REACH E-Zine is inspired by a similar Newsletter published by our partners, Differentiate, in the UK. It is meant to share with marketers some knowledge and learnings likely to be useful for business growth. Starting today and every 15 days over the next months you will get short emails addressing ways to improve the outcome of marketing undertakings.

The E-zine will discuss just one subject per issue, will take only a few minutes to read, and is not a sales list of products and services from REACH. We trust you will find it stimulating and interesting.

It is critical to do more with less

Consumers/customers are narrowing their choices to only what is really important for them. Marketers budgets and resources are being restricted. At such times it is critical to focus on “Really Useful Concepts” to keep marketing outputs at their optimum level.

“Really Useful Concepts” help us see through the mist and bring clarity to strategic decisions. They are built around an important business decision rather than just being descriptive of an approach or an analysis.

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E-Zine Quote

“Really Useful Concepts” are built around an important business decision rather than just being descriptive of an approach or an analysis.

Are the Concepts you work with “Really Useful Concepts”

When thinking about important business decisions check whether the concepts you are working with:

- Identify the consumers that are most likely to be profitable to your business, or do they just provide you with generic consumer profiles?
- Discover consumer wants that are on scarce supply on the market or are they just indicating what you and others are already supplying through the brands?
- Lead to a brand proposition that brings together your company internal strengths and consumers most powerful and least satisfied wants, or are they just good at creating an internal debate?
- Inform you on where your product or your service will best be seen, or encountered so it wins consumers choice; does it do it independently from your level of spend, or does it just replay where you and the competition have been spending the money?

Above all, you will need to ask yourself whether these concepts integrate together within the same decision making process or do you have to spend time and effort to bring them together like pieces from different puzzles?



How can “Really Useful Concepts” be helpful

“Really Useful Concepts” are most helpful:

- Where there is too much data: “Really Useful Concepts” will slice through the data and let you grasp what needs to be done
- Where there are not enough resources to handle the information: “Really Useful Concepts” support a structured approach to thinking through the issues and coming up with answers.
- Where you find yourself struggling to share insights with other team members: “Really Useful Concepts” go straight to the point and are clear about means to be adopted and goals to be achieved
- Where you want to make sure that investments behind marketing actions will translate into higher market shares: This is the ultimate moment of truth for “Really Useful Concepts”.

Contact Information

If you have any Questions or comments, please e-mail us at

infodep@reachmass.com

or call

UAE +971 6 5722636

Lebanon +961 1 284100

KSA +966 2 2843499

www.reachmass.com

www.differentiate-it.co.uk

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