

Business Communications - Your Basket of Marketing Tools - By: Vlad Ehrsam

Business communications. The phrase seems somehow elusive. Most small businesses know that they need it, but are a little confused about what business communications really is. The fact of the matter is that business communications is not just one thing. There are many things that fall under the umbrella of this term, and it is important to make use of them in any business.

Copywriting

Copywriting, one of the most vital aspects of business communications, deals with your interaction with potential existing customers via your Web pages and advertisements. It tells them why your products or services are important to them. That's what makes it so crucial to your communications basket, it convinces them to purchase what your Website offers.

And copywriting to get publicity, through press releases you write, keeps your company in the public eye, and enhances your business image.

If you want to keep your customers updated about your company and at the same time, make them feel as if you care, you could send them a newsletter periodically. Here again, your copywriting needs to be spot on. You can provide information about a special sale or a new product in your newsletter.

Using your copywriting expertise, you can create eye-catching flyers, brochures, and one-time features. These additional tools are very useful to any business, they fuel growth.

Business Letters

Business letters deal with the way you communicate with third parties, after all they keep you in business. Letters are so important to your business. You use them to correspond with your clients and suppliers, other organizations or people on a daily basis, for instance, by email, fax or use a courier or regular mail.

Internal Communications

Inter-office communication forms part of business communications. Memos, messages, phone calls and all other forms of inter-office communication. You need to communicate with members of your staff so that they understand what is expected of them and are clear on their job specifications. In addition, you can give them feedback about their performance and this helps boost their morale. Open channels of communication in your organization ensure that everyone is kept up to date and they generally foster a good working atmosphere.

Promotional Items

These things are sometimes kitschy but they draw attention to your business. They communicate in that they create awareness of your company. They communicate your presence and viability as a business. Many of these items are simple and can be easily carried around. Business cards are the most obvious of the promotional products, other items can include things like pens, tote bags, shirts, appointment books, key chains, and funny little toys. Some of these items may be a little campy, at least they grab people's attention.

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Vlad Ehram runs a very interesting website at [Full Info on Business](#), it's one of the webs most up to date sites, why not sign up for the free Business newsletter.

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