

## Business Memorandum

TO: Linda O'Connor, Michelle Muray, Thomas Lamd  
FROM: Amely Lie  
DATE: September 11, 2015  
SUBJECT: Importance of Sound Communication Strategies

This is a memorandum on the factors which produce influence upon the promoting and marketing process I have been asked to complete.

As we have been speaking at the meeting, there is a great range of communication strategies that are essential in use to promote successfully the product. Marketing is one of those sciences that depend on the language means and devices used. In addition to this, the research which has been conducted, resulted in a number of conclusions which, I suppose, could play a vital role in creating new approaches to marketing and promoting a product within international markets.

The main idea of the marketing communication strategies and skills comprise of the number of tools which contribute to establishing a client's trust. In the lights of international activity, it is necessary to take into consideration the local particularities of communication (both verbal and non-verbal), since they are important in establishing understanding (Pilbeam, 2013). Understanding of the product and brand's key ideas is likely to lead to trust.

Secondly, a sound communication strategy within a company is called to perform a variety of functions, whose aim is to build a successful promotion at international market. These functions consist in the following:

- Making up materials that serve as a helpful tool for training which is called to compose a brand platform;
- Telling in a proper way a brand or product's story via media devices;
- Making up and delivering guides, newsletters, brochures, etc. which help promote a brand or a product;
- Aiding at creating and maintaining platform of a brand or a product;
- Positioning of a product or a brand;
- Public relations establishing.

Thirdly, marketing communication is vital while meetings and various types of negotiations. The communication strategies may vary in order to deliver the key ideas and show the way they are supposed to function in the lights of a product or brand promotion in international market. Especial attention is presupposed to be paid to the non-verbal language means such as tone, intonation, etc. These tools frequently perform a persuasive function.

Finally, to convey all the approaches connected with communication, it is vital to create a marketing communication plan. The key aim of this plan consists of establishing the united communication strategies and approaches which would be used by all the members of a company (Strategicobjectives.com, 2013). It is presupposed to result in the unity of the staff, on the one hand; on the other hand, it leads to successful communication outcomes that are successful promotion campaign.

To sum up, a sound communication strategy is an invisible tool which creates trust and understanding of the customers and clients. In addition, it is called "to encourage or persuade a customer to make a decision with respect to a commercial offering" (Ejombonteh & Vovobu, 2012, p. 24). Paying attention to all the functions the communication strategies perform in marketing, it is important to mention that they are productive only in case if they are used in combination and are followed by all the part and members of the company.

I would also like to thank Linda O'Connor, Michelle Muray and Thomas Lamd for giving me a chance to find out more on the topic of communication. While preparing the Business Memorandum, I fortunately come to with a conclusion that a human is a communicative creature, as a consequence, communication serves as a tool of influence and help translate and deliver information to the recipient, who can be a potential client.