Week 5 Business English

External communication is as a strategy covering the wide range of methods companies use to capture the attention of the public. It focuses on conveying the value to customers and clients, connecting with anyone outside the business. It includes things like social media marketing and video content, presentations for shareholders, or investor campaigns.

External communications share the marketing mix with the world, helping to communicate the brand purpose, developments, and personality to the public. An external communication agency might advise using solutions like:

**Advertising**: Whether it is content marketing or more traditional forms of advertising for the external corporate communication, one of the most important parts of any strategy will be finding a way to connect with the audience. Advertising has many different layers depending on which part of the buyer journey we want to appeal to. For instance, we may use a television advert during the “Awareness” stage, then move onto email marketing when we need to nurture the leads.

**Presentations / brand information**: External communication strategies don’t just include marketing campaigns, but also the things is used to reach out to investors, suppliers, and shareholders do. This means that they can include slides, presentations, sales material, and more.

**Networking strategies**: An external communication strategy might also include a networking campaign that allows to build the external connection. In today’s digital world, a lot of networking takes place online, through connections to PR agencies, news outlets, and social media influencers. However, there’s still plenty of opportunities to grow the brand through events and seminars too.

**Types of external communication**

**1. Website content and blogging**

Website creation, SEO, and content marketing aren’t just ways to advertise your business. While they’re all effective in helping to build your bottom line, they also provide plenty of important information about your company. After all, whenever someone in today’s marketplace considers doing business with a brand, the first thing they do is “Google” them to see if they have a web presence.

When it comes to building the external communications strategy, your website becomes the hub for all of your other brand-building campaigns. Every post you create is another indexed page on your website, making it increasingly likely that your customers will find you when they search online. Your content marketing efforts will also show search engines that your site is active, which helps you rise faster to the top of the search results. What’s more, with a comment section and contact page, you ensure that the communication goes both ways.

**2. Live events and conferences**

The blogs might capture the attention of your B2C customers, we still need another way to interact with potential partners, shareholders, resellers, and professional partners. Live events, seminars, and conferences are a great way to boost the external corporate communication strategy.

**3. Email and newsletters**

For the majority of today’s businesses, email is an effective form of marketing. However, email isn’t just a way to show new offers to the customers and try to sell our products. It’s also a powerful way to build relationships with various groups in your external network. With segmentation, you can group your email campaigns into solutions for shareholders, customers, and investors, and then refine each of those groups even further.

Email open rates are on the rise and the fact that it costs very little to get an email campaign going means that it’s one of the best ways to add weight to your external communication in business toolkit. Just make sure that you design something that works just as well on mobile devices as it does on desktop screens. More than half of all US cell phone owners access email on a phone rather than a desktop.

**4. Social media**

Social media has emerged as one of the most important external communication tools for many brands. In fact, it’s so effective when it comes to improving quick and efficient communications, that it’s even become a part of the internal communication network too. For an effective external communication strategy using social media, there is a need to find out what kind of platforms our audience uses to connect.

Once we know where our customers are, we can begin to build our social media strategy to serve them. Remember, external communications aren’t just about advertising. 67% of consumers use social media to make customer service inquiries, so we should be thinking about how we can answer customer queries too.

**5. Press releases**

Finally, while press releases might not be the most modern or high-tech external communications solutions on the market today, they’re still an effective way to get the latest news about our business out. Press releases issued through reputable journalism pages and media outlets help to improve the reputation and credibility as a brand. They also ensure that we connect with new customers or potential investors on different channels.

As well as press releases, companies can also arrange interviews and press conferences to make important announcements about changes in their organization. For instance, we might want to talk about our latest rebrand using an official spokesperson, or an interview with a brand publication.