

INFORMATION MARKETING TO TARGET CUSTOMERS FOR NEW PRODUCTS

Customers assess product and service offerings functionally (“Will it work for me?”) before they engage emotionally.

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WHO?	<ul style="list-style-type: none">✓ Do I need this?✓ Does it fit my lifestyle / ecosystem?✓ Does it make my life better?
WHAT?	<ul style="list-style-type: none">✓ What are the key features and attributes?✓ What does it do for me / what service does it perform?✓ What is the evidence that it will perform well?✓ Can it perform this function better than alternatives?
HOW?	<ul style="list-style-type: none">✓ How does it work – what are its internal mechanisms?✓ How is it better for me?✓ How do others assess it?
WHY?	<ul style="list-style-type: none">✓ Why should I believe the claims?✓ Why should I switch?