Portfolio of Communication

Student’s Name

Institutional Affiliation

Date

Portfolio of Communication

1. **Motivational email to the Internal Staff**

To: Internal Staff

From:

Subject: Electrifying Kamelon in our Production

Dear Members,

I am happy to inform you that we bought a firm that had specialized in weight loss product known as Kamelon. This product will extend the diversity of the company products and incorporate more customers hence bring more success. Kamelon is a known substance with great success, and with your input, the success will be highly nitrated than ever before. I am highly convinced that integrating your expertise with our huge manufacturing capacity will take this new product to the next higher level (Lebedeva et al., 2019). We are targeting to incorporate the effort of every team member to launch this product to the company customers. Therefore, we are urging every member to channel their energies towards achieving the best sales ever. Since Synesthor Inc. is the manufacturing company for pills, which a necessary element in processing this product, we ask all the members to cooperate with them so that we can get enough casings for the pill. We are aiming to get about 100,000 casings of the pills from this company.

We have considered several customer reviews, and the product is very successful. In a study that was conducted in a population of 100 participants, the success rate of the pills in relation weight-loss was posted at 80%. Among the population, 10% of the participants did not achieve their target since they were noted to have not followed the pill guidelines. Despite this exceptional success rate of Kamelon, there are clients who reluctantly fail to follow the guidelines for using the pills provided, which leads to undesired results. Therefore, such clients are dangerous to the company since their negative reviews can paint a bad picture of the company. There are several advantages and also disadvantages that come with this new product.

**Merits**

Kamelon is a working drug. A study that had 100 participants indicated that about 80% of the pill users had their weight loss maintained with the constant use of the product. Besides, the research showed that 9 out of 10 users of the pill lost more than 15 pounds in a considerable period of time. Therefore, these are enough benefits to recommend the consumption of the product.

**Demerits**

Synesthor Inc. is an upcoming company that might fail to meet the fast-growing demand of the casings of the Kamelon. Besides, the study indicated that about 10% of the pill users did not successfully achieve their targeted weight loss. Although this effect might have been attributed to the failure of the clients to follow instructions, there is also a probability that the product might be ineffective to some individuals.

To address the doubt on whether the Kamelon failed to work or the clients failed to follow the provided guidelines, the company plans to closely monitor the consumption of the pills by customers. Besides, we are planning to address the issue of the inability of Synesthor to be unable to offer the number of required casings. Therefore, the plan is to reach out to the Fatima Sousa, a local producer, to know the number of casings they can offer a day. The amount produced can give a clear picture of what the company should do next.

Kamelon is a great opportunity for our company. Let us grow this new product together as a team to realize the goal of our company.

Yours sincerely

Manager

1. **Informational Email to external Stakeholders**

From:

To: Stakeholders

Subject: New product for our company

Dear stakeholders,

I wish to let you know that our company has a step in expansion. We have acquired a firm that manufactures a weight-loss product known as Kamelon. The internal staff is already aware of this new product.

Kamelon is a product with a good history and a success rate of over 80%. A study conducted across a population of 100 participants about the product indicated that it could cut weight amounting to 15 pounds within a reasonable period. Therefore the product has a good customer base, and we shall not be required to start from scratch but just excite it. This is a good opportunity for our company to go global with this product and make an immense profit while helping our clients to reach their dreams.

Unfortunately, this product has some challenges. First, the product experiences limited growth since the preceding owner generated a limited amount (Gerasymenko et al., 2016). The beauty part of this dark story is that our company has conducted market research and realized that we could make more than twice the profit of the company when we employ large scale manufacturing processes. Again, our customer base is well established and can consume the largest amount possible for this product.

We would let you know that this acquisition has grown the primary product-line of weight-loss enhancements hence snowballing the revenue of the year for the enterprise. This goal is possible since we have incorporated our experienced team as well as a well-established customer base towards achieving the goal of this delivery. Please, we request your support for achieving this mission.

In case of any concern, kindly let me know, and we shall address it appropriately.

Yours Faithfully

Manager

1. **Consumer-Facing Blog Post**

It is much boring to keep repeating the same goals of weight-loss every year. Sometimes you may be forced to observe some routines which might not give you the exact result you want. Maybe you be to opt for a meal plan, some other times exercise, but all these efforts may fail you. We are here to wash out all your disappointment. Kamelon is the newly developed weight-loss supplement that we recently launched. Get ready to know Kamelon and use it.

Kamelon is a weight-loss supplement that initiates weight loss in a reasonably short period. Research carried out indicated that over 90% of the users reduced weight by 15 pounds in a very short time (Bonetti et al., 2017). The remaining 10% were suspected of having not followed the instructions accurately.

This pill is appropriate for you for three major reasons. First, it is exceptionally affordable. Second, the pill cuts weight in a reasonably short period. And lastly, the weight is considered lost. These are unique features this product carries and that lack in other similar products in the market.

Within a period of one week, the result of Kamelon is evidently observed. A study conducted indicates that about 2 pounds are lost on a weekly basis when taking this new product in our company. Therefore, in a period of about six weeks, you can shed more than 15 pounds.

Don’t be scared by the prices of other pills out there; the price of Kamelon is extremely fair. We are offering this price to avail of the product to every potential buyer. Besides, we have set to be giving discounts and special pricing for the entire year to attract fabulous purchase. Whatever you think weight-loss pills should have, think of Kamelon. Therefore, Kamelon should be your daily companion.

1. **Persuasive Letter to the Business Partner**

Weight Loss Pill

PHONE/FAX

DATE

Ms. Fatima Sousa

Synesthor Inc.

555 Niteroi Dr. – Rio De Janeiro

Brazil

To treasured Ms. Sousa

Today, I am very happy to have for being representative of Kamelon. I am looking forward to our partnership with your company to bringing more success to the Kamelon to the market.

However, we acknowledge the fact that we are all facing a common challenge ahead of us. Among these key challenges is the failure to meet the anticipated manufacturing target resulting from the growth of the market that has increased demand for the product. Research has established that we need to generate about 10,000 pills to meet the rising demand for our product (Vogel, 2018). I t is necessary that we meet this need. When this anticipation is met, then the product will be back to its actual track. Manufacturing inconveniences will alter the process of shipping, which will, in turn, inconvenience the satisfaction of the customers. It is widely known that when customer satisfaction declines, it will, in turn, result in decreased orders, which would incredibly lower the returns.

I am looking forward to working with you to manage such delays in our near future. Therefore, I would like to know any challenge that you wish us to address in unison to achieve our manufacturing target as projected. We are supposed to work tirelessly to overcome this challenge for the betterment of our collaboration as well as to enhance the goals of our individual companies. Please do not vacillate to reach me through our phone number or FAX indicated above, when you come across a challenge we need to address to make it easier to achieve the manufacturing of 10,000 pills.

Dutifully

Manager

1. **Public response to customer complaint**

**Dear @customercomplaint**

I am really pissed off. Since I commenced using this Kamelon from your company, nothing has changed for me. “Kamelon does not work! I’ve been using this for a week, and I haven’t lost anything! I’m going on vacation in a couple of weeks, and I was hoping to shed a couple of pounds before I left for my trip. Unfortunately, I do not foresee this happening. No one should buy this product! As a faithful member of several weight-loss groups, I will not recommend this product to anyone in my groups.”

**@client**

First, I want to appreciate you for your courage and commitment to reaching us about your disappointment. I am really saddened about the report that our product never helped you to reach your target. I wholeheartedly fathom your frustration and would focus on making everything right for you. However, I will ask a favor from you, please. I request you to use this Kamelon for a few more weeks. Research has indicated that about 9 out of 10 users of the product lose nearly 15 pounds in less than six weeks. I have realized from your complaint that you have been using this pill for only a week. Being that the product sometimes takes around six weeks to attain a weight loss of 15 pounds, the first week may not produce the expected result for you. Therefore, they favor to extend the consumption of this product for some more weeks may be the most appropriate choice for you.

I pledge that if the result is not realized after you have used Kamelon for another few weeks, the company will have no problem in refunding the cash you will have spent on this product. However, this is your choice. If you are not willing to continue using the product for a few more weeks, I will release your refund even today on your request. The only reason why I am requesting to continue using Kamelon for some additional weeks is that the result revealed that some customers are only starting the resulting of the product in their fourth or fifth week. In fact, there are clients who have reported that they only witnessed results in their sixth weeks, and the results were very amazing. Since this is a favor, please do not feel obligated to continue using Kamelon unless it is your choice. My primary goal is to ensure you are always happy as our client and am ready to go by your choice today. Please let me know your next step, and I will be privileged to serve you accordingly. You can reach me via the same mail without hesitation, provided it’s within the working hours. Thank you, and feel free to share your feedback once more.

Good day ahead

1. **Direct Private Message**

**Dear @customercomplaint**

Feel appreciated for reaching us through private message. As I previously stated, my aim is to make you a customer happy every time. Therefore, we shall refund the full amount you spent during that week. However, we shall offer you a free supply of the product for some additional weeks. When you realize your desired outcome, then we shall continue with the deal. However, I require you to keep me updated so that any unanticipated result maybe share with our staff. Such information will be helpful, and we can use it to enhance the product for the benefit of our clients. Within three working days, you should be able to see your full refund in your account. In case you have any concerns, please do not hesitate to reach us again through the same contact.

Thank you

1. **Evaluation of the Communication Strategies**

The communication strategies used directly in a motivational email, as well as a persuasive letter to business partners, explained the facts to the point. Such a direct communication technique was meant for internal stakeholders. When the demerits and the merits are described as well as what concerns the audience directly, then there is a perfect display of what the customers expect and what risks might be involved. The motivational email enabled the company team to have the information about the acquisition of the company together with its well-known product – Kamelon (Puschmann et al., 2016). The persuasive letter expresses the concern of the manager to the partners hence enabling the achievement of the Kamelon launch. With this direct communication strategy, then there will be no surprises since the expectations are given upfront.

On the other hand, indirect communication approaches in part B and C were properly meant to safeguard the image of the company. Section B entails the information of acquisition to external stakeholders for transparency by revealing the anticipated benefits. In section, the customer was informed about the sets of Kamelon as a weight-loss pill. The customer was reached by the information through the public platform and later on through private means. In the message, customer satisfaction was a key priority. Therefore, this indirect method perfectly brought a positive light to the external stakeholders about the image of the company. Therefore the strategy seems appropriate.

1. **Effectiveness of Communication Strategies and Methods**

In section A, motivational email was an effective method of communication for our internal staff. Every internal staff member checks mail on a daily basis, which is the first priority of the communication method applied in this company. Using this method, then several internal staff members received the information concerning the acquisition all at once. The employees could digest the information easily since it was short and direct because of the method used. Also, the message boosted the morale of the workers since it was motivational, and members were prepared for any form of challenge that would arise.

In section B, the informational message to external stakeholders adequately expressed the usefulness of the Kamelon to potential users. Although many formal letters would have been used, the mail was perfect at this level since it is widely used by external parties and across the world. Since the stakeholders would wish to understand how the acquisition would affect them either negatively or positively, then the method was appropriate because it provided the financial impact on customers.

Section C presents an appropriate method of communication that informs the public concerning the product benefits. This method enables the information to reach the largest possible number of people. A blog is among the modern ways of advertisement that seems more effective to millennials than the billboards and other traditional techniques.

In section D, the persuasive letter, the method used effectively communicated to the business partner. Though emails are frequently used, letters show some importance attached to the message. This persuasive letter indicated the expectations of the business partner and offered a chance for any help needed. Hence, acting as a team makes a partnership successful in businesses due to the good working relationship established.

References

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