

MKC
Agency



MKC AGENCY SALES PLAYBOOK

PART 1:

WHY STRATEGIC MESSAGING MATTERS



Many businesses fail to focus on positioning and strategic messaging when preparing a marketing plan. This happens because they don't see these elements' overall purpose and importance.

It's not that easy to understand or explain how bad messaging truly affects things. There isn't even a straightforward way to describe the ROI of messaging. It's truly its own thing, which seems elusive and confusing for many companies. They'd rather ignore it altogether than take the time to learn about, understand, and implement messaging and positioning change.

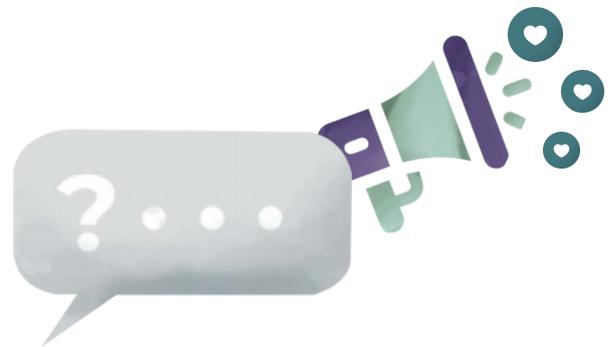
The thing is, every company needs effective messaging. It's an essential marketing component and is the foundation for every other element. This is because every company has an overall mission they're trying to fulfill, a problem they're looking to solve for their customers. They create a product or a service that they see as the answer to their audience's pain points.

However, to let the right people know about their solution, they have to be able to communicate it to them. That's where messaging comes in. You need to be able to reach the people who will be the most receptive to your message and the most likely to respond.

Customers aren't necessarily interested in the product or service you're selling. They're interested in your message, your vision, your goal, and the solution you are offering. If they buy from you, that's what they are buying.

This is why messaging and positioning are so important. They encompass your communication with your audience and how you reach them to showcase your value.

Take a look at how different aspects of your business benefit from your messaging strategy:



YOUR MESSAGE MUST FIT YOUR DESIRED CUSTOMER

In the same way that you need to find the right market for your products or services, you also need to find the right message for your desired customer. The two go hand in hand. In both cases, your job is to convince people to buy by effectively communicating how your solution will help to solve their problem.

You need to find an effective solution for your target's pain points and discover a great way to reach them to communicate your solution. The basic flow includes understanding the customer's pain and developing a message that consistently reaches them to showcase the value of your solution.



STRATEGIC MESSAGING

You need to focus on strategic messaging to reach your desired customers and prove your value. That means you're not simply focusing on offering the right product to the right people. You're also focusing on putting the right message together and discovering how to get it to the right people.



Businesses used to think that all they had to do was develop the right product/solution to gain customers. Today, with many available product options, each business needs to go deeper than the surface and reach its customers with its message. It's all about being the right organization to meet an overall market need.

FUNDRAISING

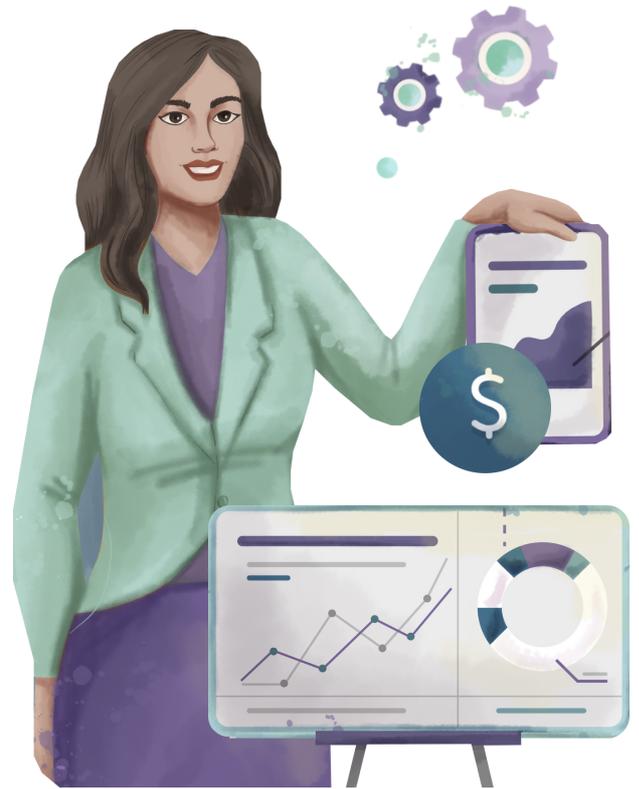
You can use your strategic messaging in any fundraising or investor efforts your organization puts forth. Use your messaging to create a story that showcases what you are offering, from the pain point to your solution and vision, your value proposition, and your positioning. You can take potential investors on a journey that brings clarity to your organization and makes it stand out.



SALES EFFORTS

Another thing you need to consider is that each person you are targeting will have their own pain points. They will seek a product like yours to receive a specific solution or value, which will likely be different from the solution or value someone else is looking for. That means your messaging will need to vary to meet each person's needs. Strategic messaging makes that possible.

Remember that when you arrive at the point of communication, your potential customer will already have expectations about your organization or your product. This impression is built through various channels, including ads, social media, blog articles, and your website. For communication to be effective, their original impression needs to match their after-impression.



If the value they perceived beforehand isn't validated, they will not likely become your customer. It's not easy to change their mind after forming an opinion, so ensure your messaging is strategic and relevant to every other aspect of your business.

Carefully craft your message and every marketing element to create a cohesive look at your organization and your value. Every aspect must flow seamlessly together to create a relevant and effective message.

MARKETING STRATEGY

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SELL YOUR COMPANY

You are essentially trying to sell your organization when you craft a strategic message and market it to your target audience. You want potential customers to see who you are, what you have to offer, the value you deliver, and choose your business over any other.

You can showcase your organization through connection, engagement, and story with strategic messaging. You can spark excitement in your leads, encourage involvement with your vision, and come on board as you progress.

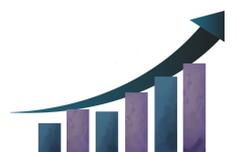
Your messaging is everything when it comes to gathering a core of customers who support and engage with your business. It's the beginning and the end.

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Now that you understand the importance of strategic messaging, it's time to discover if it is already drawing people your way or needs transformation.



PART 2:

IS YOUR MESSAGING EFFECTIVE?



When you first look at things, it can take time to discover whether your messaging is effective. It's not as simple as looking at basic metrics and data showing how well something is working. So, how are you supposed to determine the effectiveness of your messaging?

While there may not be analytics to check out, some essentials accompany effective messaging. If you can't check their boxes, your messaging probably isn't up to par.

The first thing to be aware of when it comes to effective messaging is cohesiveness. Extremely successful messaging flows cohesively throughout an organization. Every member of your organization should share the same information about your company and products. Not only that, but your company message should also align with how your customers talk and think about them.

If your messaging is successful, everything your organization puts out and the overall feeling of your customers will line up. You've built a straight line from one to the other. So, while you can't measure the actual data about your messaging, you can determine whether your message, your offerings, your presence, and how you are perceived are aligned.

Discover whether you have clear and cohesive messaging by reflecting internally (organizationally) and externally (customers) on your message and others' perceptions of it.

REFLECT INTERNALLY ON YOUR MESSAGING

Looking inside your organization is the first step in reflecting on your message to determine its effectiveness. Talk to your team and understand how they think of and promote your business.

A great way to do this is to have a company-wide meeting to gather information from your employees. Ask them to write or discuss the answers to specific questions that will help you gain awareness of their mindset about your organization.



Some of the questions you'll want to ask include:

- What does our company do?
- What is our purpose/what problem do we solve?
- What differentiates us from other similar businesses? How do we stand out?
- Name a few reasons customers should buy from us instead of our competition.
- What do you believe our company's vision is- what is our why?

These questions should be fairly simple for your team to answer. If you've been on point in your messaging, they'll be able to respond quickly, and their answers will pretty much talk about the same types of things.

If your team isn't providing you with consistent, accurate answers, that's a huge sign that your messaging isn't working. Your organization needs to focus on messaging to build a consistent, reliable, and honest message across all channels.

Often, a company will believe they're doing great with their message until they inventory their team. When asking questions, they'll be given all types of answers; different sales pitches, purposes, and visions. It can almost seem like people from various companies are being interviewed!

This can be extremely eye-opening for an organization. If their employees aren't giving the same basic answers, there's a disconnect within the messaging.

On the other hand, if you feel that overall your team is giving you the same accurate answers, you'll want to move on to getting external reflections from your customers. You can't just assume that because your employees are giving accurate, consistent answers, your messaging is golden. You also need to determine if your messaging is resonating with your customers.

Interviewing some of your customers means asking questions about your company and your product and then comparing their answers to each other, your team's answers, and the actual answers. The external reflections can help you understand the way others perceive your organization.

REFLECT EXTERNALLY ON YOUR MESSAGING

If the review of your internal messaging had issues and inconsistencies, your team might be prepared to look at and redo your message without the external one. Otherwise, you will want to examine the external impact of your message.

When you reflect externally on your messaging, you essentially take inventory of how your customers view and understand your organization, what you do, and your products. The most common and effective ways to do this are through interviews or surveys.



Using your chosen method, ask your customers a handful of questions such as:

- What caused you to purchase from us?
- What was your problem, and how did you feel our product could solve it?
- What is the best way to use our product?
- What is your favorite thing about our product?
- What is your least favorite thing about our product?

Make sure that all these questions also ask the customer to explain their answer. You must understand their viewpoint and what they see to use the information effectively.

Once your survey or interview is complete, you will want to compare your results with what your organization has been trying to communicate regarding your message. It can be quite surprising that customer perception of a company is often far from the intended message.

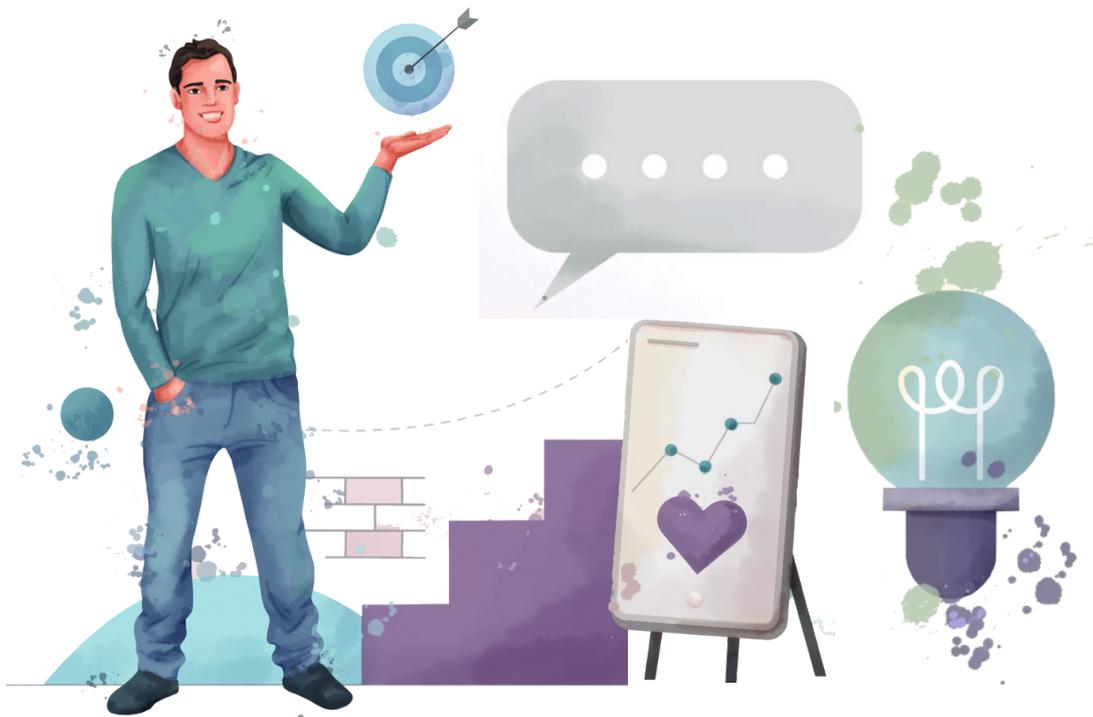
When businesses understand that effective messaging and positioning are the most important aspects of an organization's success, they're ready to dive deep into developing their strategy.

Read on to learn more about the importance of strategic messaging and how to create your own effectively.



PART 3:

UNDERSTANDING STRATEGIC MESSAGING



To ensure effective strategic messaging, you must understand what it is. The ins, the outs, and everything.

Strategic messaging is the framework an organization uses to showcase its value and products to anyone involved with it. This includes customers, employees, investors, and anyone else who might have a stake in the company.

Through marketing, an organization seeks to direct everyone's perception of them and their product in a specific manner, leading to a particular behavior. Strategic messaging is an important part of effectively doing so.

With strategic messaging, you are taking your company's vision and putting it into play. It goes from being a far-off goal that you can imagine reaching down the road to being a living concept at the forefront of all you do. That's why knowing where you're headed and WHY you're doing what you're doing is so important.

Your why is the foundation of your message. Without a why, you simply can't create strategic messaging because you don't understand. An idea espoused by Simon Sinek tells organizations to follow the "Golden Circle" of why, how, and what.

You need to begin with a clear understanding of why your company is doing what it does, which will lead you to consider how you are doing it (or attempting to) and what you're doing and selling.

This concept is key in the development of strategic messaging. Your "why" is your vision. It's the thing propelling you forward toward your goals. When developing your messaging, your why becomes the foundation for most of your slogan and other statements about your business. It's the heart and soul behind everything you're going to put forth.

Your "how" comes out in your value proposition. It makes up the action or behavior your company is taking to solve a specific problem that your customers have.



Your "what" is how you describe yourself and your products. It's the natural result of understanding your organization and why you are doing what you do. It's how you explain your ability to solve your customers' problems. Your "what" makes up most of your marketing content because it's what you put out there when trying to reach potential customers.

Your strategic messaging is an accumulation of all three parts of Sinek's Golden Circle. It's not just one of these elements, it's a cohesive combination. It includes why, what, and how, bringing everything together for your customers, employees, and investors to help them see the whole of your business.

While your message will include all three aspects, remember you want your "why" as the foundation. You want to start with the heart behind everything. Before logic, before problem-solving, before tangible solutions, you need feeling. The why at the center of your messaging will help you develop a connection with your customers. They'll feel a pull towards your business because of their emotions.

From there, you'll be able to use the other elements to ensure clear, cohesive messaging that addresses all areas your target audience will be concerned with. That information is essential. However, it always begins with the emotional pull of your why.

A complete message will make up all the communications about your business, whether on your website or among various marketing materials. Everything you put forth that talks about your business will have an entire message that showcases the cohesiveness of your why, how, and what.

COMMON STRATEGIC MESSAGING MISTAKES TO AVOID

Before you jump into mapping out your message, you need to understand some basics of effective messaging- namely, what it is and what you need to avoid. Many businesses run into trouble in certain messaging areas because there are some things they don't quite understand. To save you from backtracking, take the time to learn about these areas to create a compelling message the first time around.

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ALWAYS BE CONSISTENT

Consistency is always key in strategic messaging. When your message is consistent, you can make sure your business is understood. It ensures that people understand your organization and are most likely to remember it.

SIMPLIFY FOR CLARITY

While more extended, more complex content is right in certain situations, it's not right for strategic messaging. It's important that your message is clear, concise, and uses basic language that everyone can easily understand.

Your audience needs to be able to quickly decipher your message without putting much thought into it. If there's too much involved in the message, they will only pick up certain aspects, causing them to miss out on a large and important part of it. Therefore, you must be very intentional and clear with your message, keeping it simple and avoiding excess wording.

BE STRAIGHTFORWARD AND PROVIDE EXPLANATIONS

One of organizations' biggest mistakes in their messaging is simply assuming that people understand the terms they're using. It can be hard to remember that a certain business, or even a certain industry, has its own forms of communication and uses specific terms that people outside of that organization might not be aware of.

However, when a message is built on industry-specific terms and ideas and the target audience doesn't understand, the organization isolates many of the people they want to reach.

Make sure the terms you use are clear, common, and when necessary, provide explanations and definitions to ensure you can reach those you want to reach.

DON'T USE "EXTRA" WORDS AND PHRASES

You've read plenty of messaging that is extra. Many businesses love it. They think it makes them stand out and positions them as the number one business, as the expert. However, it does the exact opposite.

People today aren't interested in finding the "world-class" or "leading" product or business. They're not interested in whether something is "top-of-the-line." They want authenticity. They want connection. They want to believe in the company they buy from.

Instead of using those “extra” words and phrases, use common ones. Use emotion-based, connection-promoting words that your target audience will care about.

DON'T KEEP CHANGING IT UP

Many businesses need to rework their strategic messaging more regularly. Whether they get a better idea, think they need a change, or want to keep making changes until they feel content with the results, they release new messages once or twice a year. Doing so eliminates consistency, one of the most important elements of the entire strategic messaging concept.

Take the time to carefully craft your message so you can have confidence about what you put forth and don't feel compelled to change it.



PART 4:

UNDERSTANDING POSITIONING



Positioning is one of the most misunderstood and forgotten parts of a company's overall vision. However, it is essential, as it is the basis of where your brand or product is positioned in your target market's mind.

The goal of positioning is not necessarily to introduce something brand new to your audience. Instead, it's being able to take something- a product, idea, brand, etc. and give it new life in their mind, repositioning it into something greater.

One misconception about positioning is the belief that it's all about the product, including what it does and how it does it. Instead of being about a product, positioning is about perception. It's about how your leads and customers perceive your brand and product. It's about their thoughts and where your product is in their minds.

Encouraging people to think the right thoughts about your products is no easy feat. In fact, you have to do a 180 when it comes to positioning strategy. Instead of focusing on the features of your products, you need to focus on your target audience, what they already know, and how you can encourage them to think differently and make connections that enable repositioning.

THE UBER EXAMPLE

Uber is an example of a great way to understand how positioning works. Most people already know what Uber is and how it works. They have an idea built up in their minds of what Uber can do for them.

Uber

If Uber comes out with a new idea or if they're considering a new concept and looking for investors, they simply need to name it and promote it to reposition the way customers and investors are thinking about it.

“Uber Eats” transitions the customers' minds from their traditional way of thinking about Uber to Uber and food. Customers quickly understand that UberEats applies the Uber idea of transportation to food delivery.

If Uber takes the idea of “Uber Laundry” before investors, they quickly transition their current thinking of the Uber business model to include laundry pick up and delivery. Investors, customers, and leads already have Uber in a certain position in their minds. By connecting the perception they already have with a new idea, they build a new position without having to put forth a great deal of work.

IT'S ALL ABOUT PERCEPTION

What needs to be understood about positioning is that it's all about perception. In a simplified manner, you are gently pushing your investors, customers, and leads toward a certain perception.

People always use this idea in politics and business because it works. It allows them to guide their target market into certain thoughts and ideas that lead to the desired outcome.



With one slight variation on an idea, it's possible to dictate how most people think about something. The most important thing you need to remember when you're focused on positioning is that you don't have to do the heavy lifting. You're not introducing people to something new; you're not actively promoting a certain product; you're simply offering a different perspective.

It's an effective way to differentiate your business from others in your industry. Consider the communications tool, Slack. While there were multiple platforms out there similar to Slack when it first began, the company could stand out from them by gently guiding perception in another direction, positioning itself as an anti-email tool.

Positioning can be used in several ways for a variety of reasons. Sometimes it only requires one simple word. As you continue working on strategic messaging, you'll want to include positioning, a powerful, gentle, and effective tool.

PART 5:

CRAFTING STRATEGIC MESSAGING



Once you understand your overall “why,” and have written your vision statement, you’re ready to begin actually crafting your strategic messaging. There is a fundamental process to follow that will help you design the most effective message for your brand.

The process includes discovering your target audience and the framework of your messaging, discovering and creating a profile of your target market, determining value categories, summarizing details, designing top-tier messaging, and reviewing.

When you use these steps cohesively, you can craft effective strategic messaging that delivers the desired results.

STEP ONE:

DISCOVER YOUR TARGET AUDIENCE AND MESSAGING FRAMEWORK

Your framework is an important part of your strategic messaging. Without a well-thought-out and intentionally designed framework, you won’t have the tools you need for an accurate discovery interview and target market profile. This planning and preparation stage might seem a bit tedious, and you may be tempted to jump ahead. However, the rest of the process depends on it.

Your framework will literally be mapped out on a table. Create a Word doc or an Excel table for clarity and ease as you perform your interview and seek to use the information to develop your strategic messaging.

Look online for a map or template to create your messaging framework. There isn't really a right or wrong map. Choose one that aligns with your company or make changes to one.

Your messaging framework should include several categories. However, these may be just a starting point. If you have more to include for your unique business, feel free to customize and add as needed.

- **Tagline/headline**
- **Slogan**
- **Positioning statement**
- **25-word description**
- **Business function**
- **Titles**
- **Role in buying cycle**
- **Value category**
- **Value statement**
- **Bullet points**
- **Features**
- **Proof points/metrics**



STEP TWO: DISCOVERY

The discovery phase involves crafting an intentional and clear target customer profile. This is done through the gathering of information about both your current customers and your leads. You can prepare for this interview by writing out a list of relevant questions to ask during the discovery session.

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Take a look at the step-by-step interviews you'll need to perform with each group: SALES REPS

Choose your top sales reps when you're ready to perform discovery interviews. You'll want a good number of them, about 5-10, to ensure an accurate account of the information you're looking for. Smaller organizations may have sales reps of a minimal size, while larger ones will have more. Ensure you're finding a decent representation of your sales team to interview.

Sales reps will be able to give you valuable insights about your leads. Make sure to interview each rep one at a time so that you know you're only receiving their organic, uninfluenced insights.

During your discovery interview, you will want to ask them certain questions to gain their perception in these areas:

- Who is the target audience.
- The simplest deals they've closed.
- The biggest deals they've closed.
- The most difficult deals they've closed.
- Why they have lost any recent prospects.
- The most common pain problem of their customers.
- The questions they ask their leads when determining their pain points.
- Make a list of customers they have great relationships with.



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PRODUCT OWNER AND CUSTOMER SUCCESS MANAGERS

Include the product owner and any customer success managers in your discovery interviewee list. They can give you an outside perspective on how current customers feel and talk about your products and how your sales team talks with customers about the products.

LEADS

Shadowing a call is the best way to hear from and understand your leads. In these circumstances, you will get a first-hand look at customer interactions and their original impressions. Shadowing calls will give you an organic look at how your leads think; you'll hear their questions and objections, enabling you to truly understand their frame of mind about your products and how they think about your company.



As you listen, jot down the words they use. When creating your strategic messaging, you will want to use these words to make your brand and products relevant to your target market. When you use the same words as your leads, you are using words that they connect with and that describe their problems and ideal solutions.

LOST LEADS

When talking to your sales reps, ask for a list of recent leads they've lost, despite fitting the target profile. Choose a handful of these people and send them an email asking them to interview them about their experience and why they chose another route. You'll need to give them a small benefit for their inclusion in the interview, typically a gift card of about \$20 to a popular location.

Interviewing these lost leads is all about your own awareness. You're attempting to discover why these leads didn't convert and what led them to choose another path. Discover things such as if your price was too high if they received a better offer if your solution wasn't relevant enough for their problem. Understanding this information allows you to create a strategic message addressing these concerns and issues.

NEW CUSTOMERS

You'll also want to interview any new customers. These customers have recently completed the customer journey, and their experience is fresh in their minds. Make sure and interview at least five new customers to get a well-rounded look at the various opinions.

You will want to ask your new customers similar questions to what you asked your lost leads. This will give you an important distinction between what stands out to those who convert and those who don't. Here are some of the questions you'll want to ask:

- What do you think about the product?
- What problem were you looking to solve?
- What are some of your biggest challenges?

LONG-TERM CUSTOMERS

If you've been in business for at least a year, you'll have many long-term loyal customers and customers whose interest has waned. Focus on your long-term customers, those who have continued to stick around. Ask them about their experience with your product and brand, how often they use your product, and what their favorite parts of your product are.

INDUSTRY EXPERTS/ANALYSTS

It can be a good idea to garner advice from industry experts and analysts who have an inside look at businesses in your industry. However, don't hold tight to everything they say. You must leave room for your unique brand, products, and target market. Still, interviewing experts and analysts can be a great move when you're looking for valuable information about marketing in your industry.

Take some time to interview experts to gain overall knowledge about your industry. While the information may or may not fit depending on your specifics, it's always a good idea to stay as informed as possible.

COMPETITOR/THIRD-PARTY MESSAGING

It's important to have a handful of competitors in mind when you're creating your strategic messaging. This way, you can ensure that your messaging is designed intentionally to position you against them. Take a look at their messaging, and how they talk about their products and business and prepare to fix your messaging against theirs.

STEP THREE: CREATE YOUR TARGET MARKET PROFILE

After you have performed all of your interviews, you should be ready to move forward. During your interviews, you will have gathered notes and information about your target market to use in your profile. Review these notes and look for similar themes and ideas that flow throughout, especially when cohesive information comes from customers and leads.



After you have performed all of your interviews, you should be ready to move forward. During your interviews, you will have gathered notes and information about your target market to use in your profile. Review these notes and look for similar themes and ideas that flow throughout, especially when cohesive information comes from customers and leads.

To effectively create your target market profile, make sure and map out the information you learn after each discovery interview. Record things and note anything that stands out to you, as well as keywords, common themes, and interesting insights. You can use some of the more unique ideas as questions in your next interviews to see if these are valuable insights or more of a one-off.

Determine a handful of buyer personas and create a profile for each one. Use your framework and fill in the information based on all of the insights and ideas you gathered during your interviews. Once you have completed your framework's business function, title, and role sections, you're on the way to creating profiles for all of your personas.

STEP FOUR: DETERMINE VALUE CATEGORIES

The value category section of your framework comprises the observations and feedback from the discovery interviews. Look at all the information you collected and categorize it to choose your main value categories. Go through all of your notes and determine what it seems your target market cares about the most. What kind of problem do they have, and what type of solution are they looking for?

With each persona, you will determine value categories that highlight what they are most interested in. This information lets you strategically plan how you will market to each persona and the messaging you will use to reach them.



STEP FIVE: SUMMARIZING DETAILS

Every value category will have specific details that get to the heart of the value proposition. Remember, this will be mapped out for EVERY buyer persona and EVERY value category. This is the best way to have fully intentional and effective strategic messaging crafted to reach every type of person interested in your product.



On your map, you'll start to fill out value statements. These look at the value of your product from the viewpoint of your leads and customers. This is the heart and soul of your messaging. It's awareness of WHY your product is valuable to your customer.

Here are some tips to follow when you're summarizing the details of each value category:

▪ **Your Voice Should be Relaxed and Natural**

When you describe why someone should use your product and what it can do for them, you want to sound like you're just hanging out and having a conversation. The last thing you want is to sound like a salesperson. The words, phrases, and tone you use are crucial to creating the authentic and engaging message you want to share with the world.

Use clear, short statements that explain your company and your products in a way that each buyer persona will relate to. Make sure and include the keywords that your leads and customers used in their interviews so that you can ensure relevance and relatability. It would be best if you began by writing out dozens of clear and concise statements, using keywords, different value propositions, and focal points. This will allow you to consider each one and determine if it will be a successful message.

▪ **Give a Value to Each Feature of Your Product**

Every single aspect of your product needs to have a relevant value attached to it. Consider WHY your product does X? WHY does it have this capability? To make it stand out to your target market, its features must have a relevant purpose that they will appreciate.

▪ **Use Bullet Points**

You can use bullet points to establish stand out components of each value category. Bullet points will help you break down the essential features so that you can effectively showcase them.

▪ **Provide Evidence of Value**

Understanding how your prospects measure their goals can help you create messaging that showcases your value to your audience. When you can effectively prove your value in a way that they understand, you can help ensure that your leads see what you have to offer.

STEP SIX:

DESIGN TOP-TIER MESSAGING

Top-tier messaging includes slogans, product descriptions, and positioning statements. There is tons of information about top-tier messaging, so when you reach this point, you'll want to make sure and do some research about everything you might want to include.

However, there are a handful of common essential top-tier messaging components.

▪ Headline

A top-tier messaging headline or tagline will define your category or introduce your catchphrase in about 5-words.

▪ Description Statement

A description statement of your company will be about 25-words, or one sentence, long. This will begin your "About Us" page and may also appear on your Homepage.

Use your description statement in all your social media profiles and various PR and advertisements. This statement should stand out and be one of the most recognizable things about your brand.

Create a longer, 3-5 sentence statement that can be used in various campaigns and across different channels. This description will expand on your basic statement, sharing more information about your company, solution, and target market.

As you write your description statement, you should write multiple versions to discover which is best. A simple formula for writing the description statement is to write down WHAT your company does to HELP your TARGET MARKET with their PROBLEM. Write out many variations of this sentence until you have the right one for your message.

STEP SEVEN:

REVIEWING

As you go through each step of designing your messaging map, you will probably realize that your results aren't exactly what you were hoping for. It takes time, work, and lots of trial and error before you have crafted the perfect strategic messaging map.

Once you've completed your first map, you'll want to seek feedback from others. Do this in the same one-on-one way you held your interviews to prevent a lack of authenticity in your team's answers.

While reviewing your strategic messaging map, talk to the team, leads, customers, and experts you interviewed before. Show them your map and explain how it works. Ask them for feedback on your map and see if they feel you've done a good job utilizing their voice and ideas.

Just remember that strategic messaging is a long process. It's unlikely that you will hit it out of the park on the first try. Taking the time to conduct as many interviews as possible, being intentional about understanding and reaching your target market, and eventually gathering feedback is laborious. You must be slow, patient, and deliberate as you collect and use the information for your strategic messaging.



PART 6:

MESSAGING IMPLEMENTATION FOR NEW ORGANIZATIONS



Once you have reviewed the review process a few times, you should have your final map. This is something that every part of your team should know like the back of their hand. Your core message should become a key part of your business that everyone can repeat. When you hire new people, hearing the core message needs to be part of onboarding.

When you have your core message, it will become a driving force across your organization. It will propel activities in both marketing and sales, as well as be a motivating factor for decisions in other areas.

SALES TRANSFORMATION

Everything about your sales department will transform with the implementation of your core messaging. To get to where you need to be, you should create some Value Diagnostic questions that your sales team can use when talking to prospects. These questions will help to direct the sales process and lead things in the right direction.

Ask them specific questions that will provide awareness about the prospect and help determine if they fit the bill of the ideal customer. Your questions should help narrow down whether the pain problem of your core messaging is relevant to them.

By designing questions to lead the sales team, your team will be more effective and spend less time focused on prospects who definitely won't buy.

MAKE CONTENT MARKETING COHESIVE WITH STRATEGIC MESSAGING

Your new strategic messaging is key to your entire brand and your processes. It allows your team to talk to your audience in a way that they connect with. It helps you create effective content because it answers two essential questions; who your audience is and what matters to them.

The answers to these questions and the notes you gathered during your discovery interviews will allow you to create content that speaks directly to your audience.



Every buyer persona you make, and the specific values for each will give you a starting place as you plan content. Use the buyer persona categories and values, ensuring that everything fits in a particular place.

This will help you manage your content marketing and keep it organized. You'll be able to track which personas and values are used the most and which need to be used more. Then, as you start creating content, you'll be able to intentionally plan out whom to write for and what values to showcase.

Keep an eye on how often you create content for each value. You will want to make sure you are highlighting everything enough to reach each persona and speak to every need and value.

Key buyer personas with high influence in the process should be targeted more than the others. The values for each of those key personas should also be showcased often in your content.

Using your strategic messaging map, you will be uniquely capable of transforming your content to connect with your target market and align with its values. This will turn your content into an effective and powerful tool that reaches your audience and increases your conversions because it helps them understand your product and see its value.

With the creation of your strategic messaging, your content will evolve into a more powerful resource. Instead of taking a shot in the dark with your content, everything you create will be intentional, planned, and executed flawlessly, delivering the desired results.

CONCLUSION

Strategic messaging makes all the difference for any organization. It ramps up the effectiveness of content, marketing campaigns, PR, and other offerings. You can regularly check on the relevance of your messaging by comparing it with the thoughts of your team. This will help you keep things on track and make you aware of when it's time to revise things.

Keep your core message relevant, simple, and focused on your buyer personas and the themes that are valuable to them. You need to understand your target audience to showcase the how and why of your brand and products. The process of creating a strategic messaging map will give you insight into these areas so that you can craft the most relevant and compelling content.

As you take the time to develop your strategic messaging, you will see an increase in effectiveness and ensure your brand's success.



THANK YOU