



To help clients develop strong, customer-focused brand positioning and messaging, Responsory has developed a workshop process that enables us to effectively gather intelligence from our clients. **Messaging Strategy Workshops** can be used to develop detailed message maps, broader branding and positioning or creative/messaging strategy for marketing/advertising initiatives.



Workshop participants typically include from three to eight individuals from the company in sales, marketing and management roles.



Workshops are usually a full day with your company team and two or three individuals from Responsory. Length depends on the company, market(s) and target audience(s) and desired outcomes.

MESSAGING STRATEGY PROCESS



MATCH YOUR CUSTOMER NEEDS WITH YOUR COMPANY'S BEST SOLUTIONS

Define Market(s)

- What are the markets and segments we are going after?
- What are the characteristics of each market?
Anticipated changes?

Target Audience & Decision Process

- Who are the primary decision makers? Titles?
Demographic profile?
- Are there others who influence the buying decision?
- What is the customer decision-making process?

Competitive Environment

- Who are your primary competitors and what are their strengths and weaknesses?
- MARKET PERCEPTIONS EXERCISE

Top Issues

- What are the top three to five business concerns for your target audience(s)?
- What personal concerns does your target audience have?

Solutions

- Describe the best case scenario for a customer solution.
- Think in terms of how your company and products can solve the issue.

Benefit/Value Added

- What product attributes address the solution?
- Can we express the benefit in terms of a measurable value?

Proof Points

- Specific examples of how you solved the issue for others.
- Industry statistics, customer testimonial or third party validation.

Unique Selling Proposition

- What makes your company and products the best choice?
- What makes you stand out from the competition?

FINAL OUTCOME = MESSAGE STRATEGY WRITTEN IN CUSTOMER TERMS