

The Step-by-Step Guide to Marketing Messaging

Use this template to create marketing messaging to deliver a connected customer experience, unify your team, and accelerate content, campaign, and ad development.

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Define the Current Market Situation

Paint the picture of what is happening in the market, why there is a recognized need for your Company's Solution.

Identify Your Target Accounts / Personas

- Target Account Profile: *Size, industry etc. provide examples of existing customers.*
- Target Personas: *Who is the eBuyer, the influencer and the user? Provide sample job titles here.*

Build your Messaging Grid

Identify Pains, Map Your Solution, and Articulate Value and Payoff for Each Persona

	Your Notes, Ideas	Final Messages: Persona 1	Final Messages: Persona 2
Core Pains (need)			
Why Change (motivation/desire)			
Preventing them from Change (blockers)			
Impact of not Changing (negative impact)			
What's the solution (heroic solution)			
Why Company (Value needs payoff)			

Develop your Copy Blocks

25 - 50 word description: (The Elevator Pitch) Synthesize your messaging grid into a short sentence or two. This is great for use in your web banners and also your sales scripts. Your goal here is to grab your ICPs attention and make them want to learn more.

“E.g. For customers with < pains > that < why change> but are struggling < preventing & impact>, only Company A provides<solution> that delivers < value>”

250 word description: Build upon your elevator pitch with a paragraph about the pains, why change, your solution and payoff. Think of this as the foundation for web copy and other datasheets and descriptions. It should include your target keywords where it makes sense (but be careful not to stuff it - as Google will know)

Create Your Differentiated Value

You can take this step prior to developing your messaging grid to ensure you are building your competitive differentiators within your high level messaging. Alternatively, you can build the messaging grid first and use this section to pressure test if your messages stand up to the competition.

Make sure to review all your competitors' websites, social, ads and content to ensure your messages stand out and you are leading the narrative.

	Competitor 1	Competitor 2	Competitor 3
Your Value 1			
Your Value 2			
Your Value 3			

How do your competitors win? What should we stay away from?

	Your Company	Your Company	Your Company
Competitor 1			
Competitor 2			
Competitor 3			

Identify Validation and Proof Points

If you don't have these yet, this should be one of your top priorities in your content plan below.

	3rd Party Analyst Reports/ Technical Validation (e.g. Gartner, G2, etc.)	1st Party Research (Survey, research etc.)	Customer Validation (Case Studies, References, Quotes)
Value Driver 1			
Value Driver 2			
Value Drive 3			

Research Keyword Search Volume

This is a critical step to ensure that your short and long tail keywords are woven throughout your content, web, social, and advertising to boost organic findability and paid engagement.

Keyword	Search Volume	Cost Range	Competition

Build Your Content Map

Content Map Guidance

Content Map Guidance		
Education (TOFU) What's the problem? Content Examples Infographics Blogs Industry Stats w/your POV	Solution (MOFU) How do we solve the problem What we offer Content Examples Short videos or demos Best practices how to guides Webinars or Podcasts	Selection (BOFU) Why should you choose Company Content Examples Case Studies / Videos References ROI, POCs or Pilots
Education Content	Solution Content	Selection Content

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