

CAMPAIGN MESSAGING TIPS

Preparing for Q1 Messaging

1

CHANGE THE WAY YOU THINK

Think of Q1 as Q5 and think of Q2 as Q1. Just keep going from year-end until the New Year planning and goals are complete and approved - AFTER sales kick-off. Keep the momentum going!

2

WRITE FOR YOU AUDIENCE

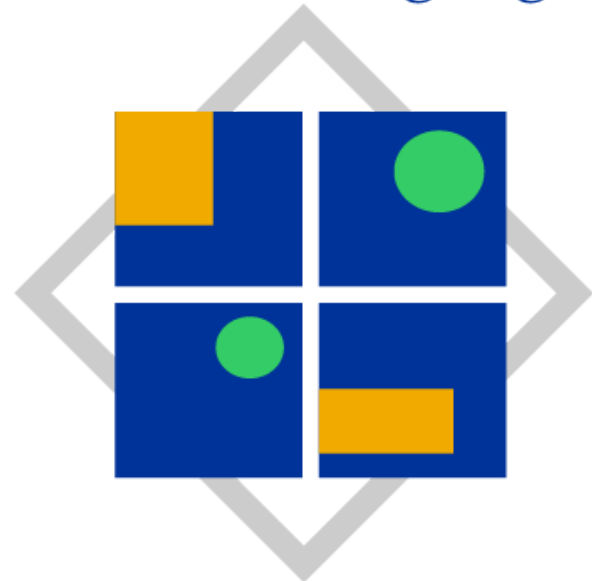
Are you writing for your audience, or are you writing to get your messaging approved? Think about the words with an "outside-in" point-of-view. Would a buyer say those words?

3

DO NOT BE FEARFUL

Creating messaging that might actually connect with a buyer, rather than just focusing on features & benefits, can seem scary. Do thoughtful buyer research and use the buyer's lexicon. Address their challenges head-on, be authentic, use humor & empathy – have the courage to connect with your audience in a new and different way.

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4

GET TARGETED

Who are you REALLY trying to reach? It shouldn't be everyone. Get really clear on the buyer decision team and the key influencers.

5

GET TO THE POINT

Only what buyers think is important - not everything you know about the offer

6

GET INTEGRATED

Create messaging for both marketing content AND sales conversations. Think about adding targeted Discovery Questions, email templates, and voicemail scripts that support the core marketing messaging.

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