



G2.06

Marketing Message

Phrase key points for the marketing communication



CUSTOMER RELATIONS
/Marketing

DECISION SHEET

v2.2.1

Job to be done

When marketing a product it is important to convey the right message.

By finding our core marketing messages, we boost our communication to the customer.

How to do it

Start by noting which customer segment you want to focus on when phrasing your marketing message.

Continue by going through the topics for a marketing message and decide which ones to focus on.

Finish by phrasing the messages as you want to communicate them in your marketing materials.

Next Step

- Add the new marketing messages to the marketing and sales materials.
- Brief relevant employees about the core messages.
- Make a note to remember the core messages to also use in the customer dialogue.

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CUSTOMER SEGMENT				
CATEGORY	TOPICS	FOCUS ON		CORE MARKETING MESSAGE
		Yes	No	
COMPANY	About client references			
	About client testimonials			
	About competition comparison			
	About company fit			
PRODUCT	About quality			
	About service			
	About product flexibility			
PRICE	About price competitiveness			
	About pay-back period			
	About purchase leading to savings			
	About discount possibility			
RISKS	About common understanding			
	About commitment to the order			
	About trial period			
	About effect documentation			

Date:

Name:

Company: