

Your Guide on How to CREATE ON-POINT CUSTOMER MESSAGING EVERY TIME



Your crown jewels are your customers, and you've worked hard to get them. How do you leverage them to drive more customer acquisition? We've developed this checklist to guide you through the process of creating the messaging you need to grow your revenue.

Let's run through the steps you should take to develop customer messaging:

1. Develop Strong Buyer Personas
2. Identify Key Differentiators
3. Build Authentic Messaging
4. Test Your Messaging Using the Right Tools

Educate Your Audience

Effective, targeted messaging allows you to build interest with your audience and provide them with information that educates them. Not every action is about asking them to buy, it's about addressing their unique challenges and overcoming their objections—before they even voice them.

DEVELOP STRONG BUYER PERSONAS

The creation of personas can lead to improved results in your marketing, such as increased website traffic, organic search traffic, and open rates—all translating into increased marketing-generated revenue.

Questions to Ask Yourself Before You Begin

- ☐ Do you have personas created for ALL of the roles you are targeting?

Examples include software architects, IT, C-suite, finance and accounting, head of HR, line-of-business leaders, customer service and support representatives. Don't ignore influencers such as service managers and users of your product because they often have the most pain in using products and can be influential in driving purchase decisions.

- ☐ Are you targeting more than one industry?

If so, have you looked at each persona to identify any unique industry attributes that should be included? For example, accounting needs for non-profits may be very different than those for construction firms. You may not need a unique persona for each, but you may want to include some additional industry-specific information as needed. This data keeps messaging on track when building content.

Questions to Ask Yourself Before You Begin Cont.

- ☐ Do your persona outlines include specific pain points, challenges, and objections that align to your solution?
- ☐ Have you included information from your own customers (reviews, support requests, surveys, etc.) in your research?
- ☐ Did you work with your customer-facing teams such as customer service, business development, and support teams to validate the research?
- ☐ Did you test your personas with your customers?
- ☐ Have you updated your personas within the last 12 months? (These should be reviewed and updated regularly, at a minimum annually.)

In your personas, don't forget to include:

- ☐ Busy periods for the industry you're focused on or for the role you are targeting.
- ☐ How your personas consume their information (social media, video, web).
- ☐ Which platforms do they use to consume their information (mobile, publications, events, tradeshow, webinars, social media, websites)?

IDENTIFY KEY DIFFERENTIATORS



By distinguishing your brand from competitors, you attract more customers who value what you have to offer. Establishing your differentiators builds customer loyalty, which in turn leads to repeat business and referrals.

Discover Your Differentiators

Find three competitors whose products are most like yours, and document answers for the following questions:

- ☐ How much overlap is there with what you and your competitors offer?
- ☐ Do you use the same words to describe your products and/or services as your competitors?
- ☐ Is your pricing similar?
- ☐ Where are you different/unique?

You now have data that can help you understand what sets you apart, but before you create any messaging, ask yourself the following:

- ☐ Is your differentiation relevant to your clients' and prospects' pain points?
- ☐ Can you back up your statements about what you deliver with proof?

If the answer to either one of the above is **NO**, then you need to do more work to understand how you can differentiate yourself.



Questions to Ask Yourself as You Build Your Differentiation



- ☐ Your customers' experience with your product:
 - ☐ How did they find your product?
 - ☐ How do they use it?
 - ☐ And why do they stop using it if they do?
- ☐ How did customers become aware of their need for your product?
- ☐ How is your product delivered? Do they have to wait months for it to be implemented? Do you work with a channel?
- ☐ How did they find you? This may present an opportunity for you to position your product within specific industries.
- ☐ How do you treat customers post implementation?
- ☐ How do customers make their final selection? This can include price, pre and post implementation support, buying process and experience, product demos, customer service and experience, how you work with customers, your tone and voice, your promise to them.
- ☐ How often do you update your product?
- ☐ Do you make it simple for customers to buy?
- ☐ How do you push updates out?
- ☐ Is your purchasing process easy and your pricing affordable?
- ☐ How secure is your product?
- ☐ How do you handle customer data?
- ☐ Does your product help customers meet Environmental, Social and Government metrics? Or United Nations Sustainable Development Goals?

When communicated correctly in your messaging, differentiation makes it easier for a customer to choose and allows B2B companies to justify premium prices.

BUILD AUTHENTIC MESSAGING



The most important reason to test your messaging is to build resonance with prospects—to turn them into customers and to increase revenue. The single source of the truth is your customer. Technology companies tend to focus on features and functions first and customer benefits second.

Gather this information before you launch any new features or functions by:

- ☐ Interviewing customers.
- ☐ Analyzing their support questions.
- ☐ Inviting them to join beta programs.
- ☐ Conducting surveys via email or with survey tools.

Use their answers and language to build your messaging and eliminate buzzwords and jargon that are overused with this industry.

Tips for Creating Your Messaging

- ☐ Generate excitement about your offer by emphasizing how it's new or different.
- ☐ Keep it simple. Use language that customers understand and state your point immediately. Customers want to find the answers to their questions quickly.
- ☐ Create an emotional connection (buyers use both logic and emotion when making purchasing decisions).
- ☐ Be convincing. Use active voice and meaningful, persuasive language.

Tips for Creating Your Messaging Cont.

- ☐ Be conversational, friendly, and approachable.
- ☐ Customize your message to your audience, including details, keywords, and items relevant to their audience and needs.
- ☐ Customize your language to the platform. You may need to adjust your wording and style to fit different platforms.
- ☐ Test your message with your colleagues, stakeholders, and target audience.

Make Your Messaging Compelling and Authentic

The fastest way to lose a customer or prospect is by presenting them with false information. In today's world, it's really tempting to use AI to produce your content, but you'll do both yourself and your prospects a disservice if you use those tools for more than just prompts and inspiration.

- ☐ Reinforce your content with facts and statistics.
- ☐ Source experts to share their perspectives.
- ☐ Use images to reinforce your message, and shy away from too many stock photos.
- ☐ Focus on quality vs quantity.
- ☐ Be truthful, authentic, and unique.
- ☐ Establish your voice and use it consistently.
- ☐ Educate, educate, educate – we can't say this enough.

Customers are central to your messaging. The stories you tell about them and what they say about you will bring credibility and validity to your brand.

As you create the messaging, consider the following:

- ☐ Do you have customer proof for each of your products or solutions?
 - How many customer-proof pieces do you have? Consider testimonials, case studies, reviews, etc.
 - Do your customer-proof pieces line up with your personas? For example, if you are creating messages to address the pain points of a CFO, do you have any customer evidence from a CFO that shows how your solution helped with those challenges? Are your customer-proof pieces recent? Don't let pieces get so dated that prospects dismiss them.

Keeping Messaging Up to Date

You'll spend a lot of time creating compelling messaging, so use it everywhere.

Make sure that everyone in your company is using it. It should be reviewed and updated regularly.

- ☐ Conduct an initial (and then annual) review of your website, social media profiles, directories, review sites, and key content pieces to make sure your messages are current and consistent.
- ☐ Review and update all content that is being used by other teams (for example, presentations, proposals, datasheets, assessments and reports, social media posts, blogs, etc.)
- ☐ Create copy blocks, pre-filled templates, PowerPoint slides, etc., with established messaging that can be easily accessed and incorporated into various materials. This step is particularly important for your sales teams.

TEST YOUR MESSAGING USING THE RIGHT TOOLS

You've developed personas, worked on your differentiation, and built your messaging. Now it requires testing. Do not skip this step. Depending on what you're trying to achieve within your company for your channels and industries, using a combination of these tools will clarify the effect and impact of your messaging—and how you can refine it.

☐ Heatmaps and Behavior Analytics tools

☐ [HotJar](#)

☐ [Microsoft Clarity](#)

☐ [Crazy Egg](#)

☐ Google Analytics 4 provides valuable insights on how users are interacting with digital assets and marketing campaigns.

☐ [First Click Tests](#) determine usability effectiveness—providing insight on how easy it is to complete a task.

☐ Google Ad Campaign effectiveness or lack thereof will indicate whether or not your messaging is on point.

☐ Message Testing Platforms, like [Wynter](#), will test your message with your target customers.

☐ [Five Second Tests](#) are where users provide qualitative and quantitative data about their reactions.

☐ A/B testing via email/social media/dimensional mail provides tangible results you can compare.

We know that messaging can be a cumbersome task when you start to unpack the layers of everything to consider, but once you have set the foundation, it is something that you can easily build on and modify as you go. Messaging is not a 'one and done' process. Like everything else in marketing, it needs to be reviewed and updated frequently, minimum annually. Ultimately, having this created for your organization will help you to generate more opportunities, increase revenue, and as a marketer make your job so much easier.

Need help creating your messaging?

The Partner Marketing Group is here to help.

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