

## HOW TO DEVELOP YOUR MESSAGES

It takes great marketing and creative skill to develop and deliver the messages that will achieve the outcome you want, and this is what makes messaging such a fascinating part of marketing communications. It's where the rubber finally meets the road.

You use the work done in developing your market positions and positioning statement to develop your messages.

- Identify the precise target customer.
- Define the customer's behaviours, attitudes and values.
- Describe the value you deliver.
  - What customer problem does my product solve?
  - Why does it solve this problem better than the competition?
  - How does the customer perceive the value I deliver?
- Describe how the customer will decide which product to buy (or company to buy from).

Use this information to craft your messages.

Develop a core message, the message that re-enforces your market position and will influence your target customer the most. Make sure the message is tight and focused. Then develop a set of supporting messages. These should include the elements that will encourage the behaviour you want, make the message believable and answer customer doubts.



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Your messages must be compelling, lead the customer to form an association with your product, encourage a behaviour change and stand out from the 1000's of other messages in the market place. It's a challenging task and one that is so hard to get right without verifying the messages with the customer. That's why when investing in a large campaign testing the message and the creative execution is so important.

One final recommendation, stick with these messages and use them across all communications for a fully integrated communication campaign. A campaign that supports the market position you want and delivers results.

Precis Marketing. An agency that will understand your products, your markets, your customers, your purpose. From one-off graphic designs to international product launches, call Andy on 08456 444567 to discuss your requirements.



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