



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		FOCUS ON		CORE MARKETING MESSAGE
CATEGORY	TOPICS	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: