

Brand Messaging Strategies

Jennie Treby

Jennie.treby@outlook.com

What is a Brand Messaging Platform?

- **Contains key messages that apply to all stakeholders**
 - Management
 - Team
 - Customers, Partners and Prospects
 - Community
- **The foundation for all communications – internal and external**
 - Springboard for PR strategy
- **Represents the company's personality traits**
 - Describes the culture
 - Both current and aspirational

Why is a Messaging Platform Important?

Whether online, in print, on the phone, or in person, how you communicate is vital to the success of your team. By articulating the core attributes and messages that reflect your company with clarity and consistency, you build a positive brand association across all audiences. From prospects and customers to new recruits, team members and the greater community, your company brand should always be **front and center**.

> Answers the Why

- The purpose and value behind your brand

> Avoids the Identity Crisis

- Who we are and what we do

> Tells the Story

- Where we come from and how we are unique

> Cultivates Consistency

- A single version of the truth

What we Want to Achieve...

Cultural Infusion
Build unity & excitement



Market Penetration
Beat the Competition



Increased Sales
Drive Revenue



Improved Communications
Get everyone aligned



Team Impact
Improve Recruitment & Retention



Elements to Include in Your Messaging Platform

- The company one-liner (who you are at the highest level)
- The “About” (in 25/50/100 words – the who, what, how and why)
- Your Story (a narrative about your company)
- Boilerplate (just the facts – think press releases and proposals)
- Mission/Vision/Values
- Key Company Facts
- Complete listing of Solutions/Services/Offerings
- Value proposition (what customers can expect from working with you)
- Brand positioning statement (how you differ from your competition)
- Key points of differentiation (Why choose you?)
- The pitch (30-second opportunity to tell your story)
- Brand Attributes (how you describe the company’s personality)
- Brand Voice (the tone that conveys your brand)

Implementation & Roll-out

➤ Work with Marketing to implement platform throughout all message points and storytelling

- Website
- Collateral
- Videos
- Corporate Deck
- PR Strategy

➤ Work with Leadership to plan roll-out of new messaging

- Company meeting
- Build excitement
- Leverage interviewees as brand ambassadors
- Infuse into strategy