



Conducting a Messaging Workshop

Messaging is a key element, when you talk of any sort of marketing services, whether it is online or offline. How do you go about arriving at the right messaging strategy for your business. Here are some tips to arrive at your messaging strategy through a focused messaging workshop



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Marketing Xpertise... Delivered

Messaging forms an important component of your marketing strategy, How do you go about identifying the messaging that is relevant for your business.

Well you can start by organizing your thoughts in **3 message buckets** and then systematically parse through these buckets to arrive at the important elements that will form the crux of your messaging strategy

Internal Strengths



Customer Viewpoints



Competitor Analysis



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1 Internal Strengths

- This is where your internal beliefs come in. People in your organization that are interacting with client representatives will provide you valuable inputs in this exercise.
- Capture experience from your sales, marketing and delivery (manufacturing) staff about why you are valued by your customers
- This will create a fairly long laundry list of features, unique differentiators
- Next, organize them by category baskets and try to rationalize among them
- Also remember to highlight the points that are helping you get business, not every point that you feel important about your company

Finalize on 5-6 category baskets. If you are reaching to a higher number, post rationalization, you may need to revisit and omit the repetitive/redundant points.



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2 Competitor analysis

- Identify who your top competitors are. You probably already know that from your sales teams
- Understand what they are communicating about in terms of meeting customer requirements.
- It is quite likely that they will be covering several of the topics that you have already identified during your “internal strengths” workshop
- Competitive analysis will give you ideas about how your competitors are addressing customer concerns. It is easy to find this through published content and secondary research
- Add these points/consolidate, if relevant to the broad category baskets that you created already in the internal strengths assessment

You will now have a fairly refined list that covers pretty much all of the topics that are relevant for your customers



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3 Customer viewpoints

- Your sales & marketing staff are saying so many things about your business, but what's important is - *what are the customers listening to?*
- On the rationalized category baskets that you arrived at after points 1 & 2, start rating your top 5 customer engagements for how important these points were in actually winning the business with these customers
- Rate each category basket and individual points using a weighted average method finding out how important each parameter was with reference to that particular customer

Remember that your rating signifies how important that particular point was , when you closed a business contract with that customer!



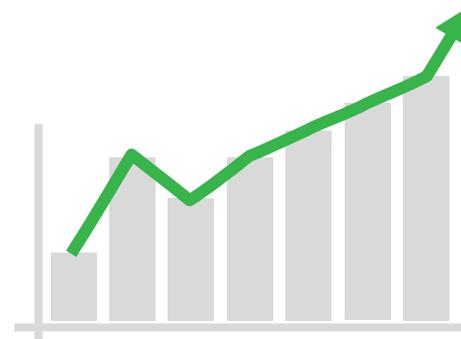
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Final Analysis

- You will arrive at net scores for each messaging category basket as well as scores for each individual points within the category, for each customer
- Find out the average scores for each basket across the five customers and also find out the highest contributor in each category basket for each of the 5 customers
- The highest scoring category baskets look like the best bet to define the unique messaging for your business.

You have arrived at your messaging strategy, now it is time to plan & roll out your content in line with your messaging strategy

You might also want to read [Planning for a content dashboard](#) or [Content Project-Getting together a dream team](#)



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More Reference info

What is a message strategy? From www.messagesthatmatter.com



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