

# How to create a messaging framework using competitive intelligence

This document will serve as a reference and walk you through how to create a messaging framework for your organization. Regardless of it, creating the stage of your organization, a messaging framework acts as a single source of truth. I can help minimize distractions and align teams across the organization.

It's important to understand from the beginning that there are many ways to develop a messaging framework. Some companies build it from the top-down, others from the bottom-up. It is entirely dependent on the company or individual preference. The only wrong way is not to do it at all.

In this article, we will outline how to use the messaging template and incorporate the competitive advantage framework.

## What is messaging?

Let's start by understanding what messaging is. Messaging, brand, voice, mission, vision, you've heard these terms used before - sometimes interchangeably. However, they are different and serve different purposes in the messaging framework.

A brand is a perception or set of associations a customer or prospect has with a business. How do you come across in your industry or the broader market? It's more than logos, fonts, and color choices. Branding is the beginning point.

It's important to note that developing a brand requires you to start with Messaging. That's where this template comes into play.

As outlined in the template, there are three sections you'll need to complete: Positioning, Target Customer, and Value Messaging. Each of these categories has sub-sections.



## Section 1 | Vision

What is your vision? Vision is what your company is aspiring to do. It's like a roadmap for the big picture goal or as author James C. Collins says, Big Hairy Audacious Goals (BHAG). Be sure to understand what your competition is doing. Identify the gaps in their mission and use that to your advantage. Incorporate their weak points as your strengths. This vision won't happen overnight. It may take years to reach, but it's what you want to world to see once the mission completed. A great example is Microsoft: Bill Gates and Paul Allen wanted "A computer in every home." It took years to see that come to fruition, and it's continuing to evolve.

### Vision

Vision

Mission

Brand Personality/Voice

Tagline/Headline

1-Sentence Value Statement

Positioning Statement

 | Messaging Framework

What makes up a vision? A good starting point for establishing your messaging framework is supporting your vision with a mission and a positioning statement. The additional context will help in

the following sections. You may already have these statements in place, but if not, here are some things to keep in mind:

**POSITIONING** | How you perceive your company or how you want the outside world to view your company. This is not what the broader public or target audiences believe - yet.

**MISSION** | A statement that clearly and concisely shares what your organization's core purpose is. A mission statement is typically 1-2 sentences and ultimately outlines what you'd like to achieve moving into the future. It's the "How" of reaching your vision.

Examples:

Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Workday: To put people at the center of enterprise software.

TED: Spread ideas.

IKEA: To create a better everyday life for the many people.

In the positioning and messaging categories, be clear and concise. Don't leave anything open to interpretation.

**Vision**

Vision

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1-Sentence Value Statement

Breaking down the messaging Once you've established who you are and how you would like to be perceived, it's time to break it down. Segmenting the messaging into the consumable bits of information will help make it memorable and effective. Review your competitive landscape and create the following:

**BRAND VOICE** | The personality of your organization and is defined by how you interact with your target audience - which we will explain later in this guide. Having a single brand voice ensures you're interactions with prospects or customers are consistent.

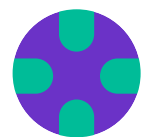
Ultimately, you want a brand identity that draws new customers in, but also makes your existing customer base feel right at home. Think about the imagery you use (logos, fonts, colors) as well as the way you communicate with potential and existing customers.

**BRAND STORY |** This is how you're going to share your mission and positioning. The story you tell about your company through your brand voice. So how do you want to tell the story? To be compelling, make an emotional connection with your audience. It's an opportunity to build relationships and establish trust.

**TAGLINE/HEADLINE |** This is the summation of your mission and vision statements. It's typically a sentence or less - ex. Nike's, "Just do it."

**1 SENTENCE VALUE STATEMENT |** This is your opportunity to explain what customers can expect from you, including why they should choose you over the competition. Make sure the value you state is relevant, specific, and unique to your target buyer.

**POSITIONING STATEMENT |** How do you fill a need in a way your competitors don't? Establishing this will help maintain clarity and consistency with your marketing efforts.




## Section 2 | Target customer

As a marketer, you know how important it is to understand your audience and how your product addresses their pain points. In this section of your template, you are going to identify the various target customers. By clearly outlining your personas, you'll be able to align your messaging from section one and the value points from section three of this template.

### Target Customer

Persona A	Persona B	Persona C
Business Function <div></div>	Business Function <div></div>	Business Function <div></div>
Titles <div></div>	Titles <div></div>	Titles <div></div>
Role in the buying process <div></div>	Role in the buying process <div></div>	Role in the buying process <div></div>

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In this template, there are three columns for three personas (Template columns A-C).

While developing your target customer, take into consideration:

- Roles and responsibilities: What are their day to day activities?
- Challenges: What are their most common pain points?
- Authority level: What is their role in the organization? Are they the economic buyer, influencer, or champion?

Each of these will help you tailor your messaging to various personas within a single organization.




## Section 3 | Value messaging

Once you've completed the first two sections, you'll be able to dive into the value messaging. For each established target customer, you'll need to map out the value your company can provide. Value points or value props help show how your product or service addresses customer needs.

To complete the template and ensure your messaging framework is a thorough representation of your companies value, you'll need to create 3-4 value points for each of the personas.

Value Messaging			
Value Points	<input type="text"/>	<input type="text"/>	<input type="text"/>
Value Statement	<input type="text"/>	<input type="text"/>	<input type="text"/>
Product Features	<input type="text"/>	<input type="text"/>	<input type="text"/>
Proof Points/Metrics	<input type="text"/>	<input type="text"/>	<input type="text"/>
Value Detail	<input type="text"/>	<input type="text"/>	<input type="text"/>

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**VALUE POINTS** | Are also commonly referred to as Value Props. The easiest way to start is by listing out several things your company or products offer. Once you've collected a list, begin to narrow down the high-level categories by each persona's primary need. Under each of your value points, four sub-categories will help you build out your messaging framework.

**VALUE STATEMENT** | Often, this term is used to describe a high-level deliverable from a company that aligns with the needs of a target customer. Example: "Find affordable and socially conscious clothing."

**VALUE DETAIL** | Once you have a value statement, you follow it up with the "How". This is how you're going to solve this not the outcome - what is the result you're trying to reach? Example: "Locally sourced goods and materials make our products sustainable. No overseas sweatshops or child labor."

**PRODUCT FEATURE** | If you have a specific product, explain how the product aligns with each of the value props. Example: "Quality clothing, that last longer."

**PROOF POINTS** | This is the section where you need to include tangible evidence. If you're a company that can provide affordable and socially conscious clothing, explain why with data and metrics. Example: "Our shirts, last 3X longer."

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