

Stop missing out on business because people don't understand what your business delivers.

Brand Marketing Message Roadmap

Discover how to create your businesses perfect Brand Marketing Messaging with our own proven process

Create concise, usable marketing communications that your audience understands in an instant, and that clearly show:

- What you do
- Who you do it for
- Why you are better than your competition

When someone says you need to get your brand messaging sorted,
well, what does that even mean?

You've got a basic logo, maybe a simple website, business cards -
what else could you possibly need?

You need a string of words, a couple of sentences
that explains what you do, who you do it for,
and why you are better.

It's called a Brand Message.
It's like your businesses' own Elevator Pitch.

It's the words that form the communication basis for your overall brand, and should work with your logo, building the foundations for all your marketing communications.

Here's how you know if you need one:

You do tenders or bids or proposals:

- Feedback is that people don't really know what you do, and you aren't winning any

You've got new services or products:

- Your website doesn't say anything about them, and your overall brand messaging doesn't really highlight the problem you solve.

You've been around a while, it's time for a refresh:

- Your company has a great reputation already, and it's time to take it to the next level.

What do branding marketing messages look like?

Check out these examples:

The logo for 'thankyou.' is displayed in a dark grey, lowercase, sans-serif font. A small 'TM' trademark symbol is positioned to the upper right of the period. The text is centered within a light blue rectangular background.

**Empowering humanity to choose a world
without poverty.**

Thankyou sells consumer products with the mission to fund life-changing projects, allowing customers to make a positive impact through their purchases.

COTTON:ON

Casual, Accessible, and Community-Focused.

Cotton On emphasizes inclusivity and a laid-back Australian approach to style, connecting deeply with their audience through relatable language and community initiatives.

KICKSTARTER

Bring a creative project to life.

Kickstarter offers a platform for creators to showcase and fund their projects, emphasizing the power of individuals and community support. Their core message underlines the emotional connection and personal impact backers experience by supporting projects.

Yes, these have all been produced by professional agencies,
but you get the idea.

**So don't worry - we've created a Brand
Messaging Roadmap to take you through
the process, step by step, without jargon
or buzz words, including actionable tasks
that make it a manageable project.**

Here are the steps that we will go through, together:

Step 1 | Building the foundations

Step 2 | Interviews

Step 3 | Crafting your keywords

Step 4 | Produce your messages

Ready? Let's start with Step 1.

Step 1

Building the foundations

This is where we start to put all the material in place,
just like building a house.

We need strong foundations to work from.

1 | Create a new document

Create a document, a google doc or word doc, into which you will load a number of questions.

This document will be broken into three segments:

- A. Things you probably already know about the business
- B. Things to ask key stakeholders, and
- C. Things to ask clients or customers

2 | Load the following questions into each segment

A | What you probably already know:

What is the industry?

- Manufacturing, environmental, healthcare, retail for example

Who are we talking to?

- What does the customer look like, what solution do they need solved, where do they hang out - LinkedIn, Facebook, Instagram

What's the price point?

- Premium, mid-range, low

What's the sales process?

- For premium and high price points, the sales process may require sales humans, meaning a potentially different strategy further down the road
- How long is the typical sales process

2 | Load the following questions into each segment

B | Things to ask CEO, senior team leaders etc

- What's your role at [insert business name]?
- Which kind of clients do you work with?
- What does that involve specifically regularly? Eg specific products or services?
- What are the outcomes that you are focused on for clients with these products / services?
- What results do the clients experience in your view?
- What feedback or comments do you get back once you have worked with clients, specific words that they have used?
- What do you believe is the emotional 'what's in it for me' for the [insert business name], and there can be multiple answers to this question.
- Who are the competitors?
- Why are you different from the rest?
- What are the standard objections to engaging with your product or service?
- What do you hear people say about the business?

2 | Load the following questions into each segment

C | Things to ask clients / customers

- How did you find out about [insert business name]
- What product / service did you purchase?
- How was your experience?
- Are there any specific positive memories you have about the business?
Any specific people you dealt with? Describe them.
- Would you buy from [insert business name] again?
- If you were telling your friends / colleagues about [insert business name]
what would you say.
- What was the problem you wanted the product / service from
[insert business name] solved?
- Did this product / service from [insert business name] solve your problem?
- How did it solve it, and what was the impact to your work / personal life?

Why are we doing this?

These questions are specifically designed to bring out the emotional words that people say about your business, along with the more process / system style language, which will give you all the material you need for the next step, interviewing your people!

PRO TIP:

Think about your own experience in the business, and adjust / amend questions accordingly - these are guides to get you started.

Step 2

Interviews

So you've got the three segment document with the list of questions ... great. Here's what's next.

Run the interviews.

Some general rules of thumb:

- Allow anywhere from 30 minutes to an hour for each interview. Any longer, and people will just start to repeat themselves.
- If the interviewees go off tangent telling stories about the business let them. This is where the emotional words will drop, and you can get some real nuggets of gold.
- Be as informal as possible - the more relaxed people are with you, the more they will tell you.

How to do the interviews:

- Make sure to record the interviews - if you are online, with zoom or teams. If you are in person, you can use your phone to record.
- Once you have the interviews, get them transcribed. Otter and Cockatoo are a couple of transcription AI tools that can help.
- Never try to take notes - you will miss the emotional nuance in their words. Just listen. Let them talk.

Why are we doing this?

Because when we do interviews like this, we are talking to the people who really know the business, and who have experienced it. It's real time intel.

PRO TIP:

If you go off track with other questions that are helpful, do it - there are no wrong answers. This list is your starting point.

Step 3

Craft Keywords

When you have finished the interviews, you'll feel like all you have been doing is talking, and for what!

The interview process is a key in developing a brand marketing message. It takes you out of your regular viewpoint, and shows you a range of content about the business, from other perspectives.

And that's really the only way to get a true handle on your brand. What your business does, what product / service you deliver, what problem you solve, and who you do it for. Because then your target audience can understand your business is the one to help them.

**Language is a massive part of branding.
What you say, how you say it, where you say it,
how often you say it, what it means to you,
what it means to others.**

We all know that you can say / write one thing, having a very well intentioned message, but someone else can think it means another thing entirely - undertaking these interviews makes sure everyone understands exactly what you are saying.

So, once you have your transcripts, here are the next steps broken down.

1 | Highlight the important words / sentences into three groups

Grab three highlighters, or get your highlighting tool ready if you are happy to do it online.

We are looking for specific types of words, words that can be dropped into one of three buckets. These buckets are:

- PROBLEM words
- AGITATE words, and
- SOLUTION words.

2 | Start going through the transcripts and look for words for each bucket.

Use a different highlighter for each bucket.
Here is a list for both to prompt you along.

Bucket 1 | PROBLEMS:

Challenges that face the customer
Frustrations | Worries | Concerns | Stresses

Bucket 2 | AGITATES:

How the frustrations impact the customer or not

Bucket 3 | SOLUTIONS:

How your business can solve any of the problems and impacts

3 | Create a list from each of the highlighted word buckets

Migrate the highlighted words into three documents from your highlighted notes.

You can double up on words, especially in Bucket 1 Problems and Bucket 2 Agitate - that is ok, it just reaffirms which words are most meaningful.

Here's an example of a list of emotional and specific keywords, using a machinery manufacturing business as an example:

Problem <i>(Challenges faced by customers):</i>	Agitate <i>(Emotional and tangible results from resolving the problems, on not):</i>	Solution <i>(How the business resolves the issues):</i>
<ul style="list-style-type: none"> • Frustration <i>(due to downtime and inefficiency)</i> • Stress <i>(from production delays or failures)</i> • Downtime <i>(frequent stoppages due to machinery breakdowns)</i> • Reliability <i>(lack of consistent performance)</i> • Maintenance <i>(time and cost spent on repairs)</i> • Cost-saving <i>(needing to reduce high operating costs)</i> • Energy inefficiency <i>(high power consumption leading to unnecessary costs)</i> • Compliance <i>(struggles with meeting regulatory standards)</i> • Inadequate output <i>(not reaching production goals)</i> • Scalability <i>(struggles with scaling up operations)</i> 	<ul style="list-style-type: none"> • Confidence <i>(knowing the machinery won't fail)</i> • Peace of Mind <i>(with reliable, high-quality machinery)</i> • Trust <i>(in the long-term viability of the equipment)</i> • Satisfaction <i>(from smoother, more efficient operations)</i> • Empowerment <i>(increased productivity and control)</i> • Security <i>(feeling safe from operational disruptions)</i> • Relief <i>(knowing issues are resolved quickly)</i> • Pride <i>(in using top-performing equipment)</i> • Inadequate output <i>(not reaching production goals)</i> • Loyalty <i>(from returning customers who trust the brand)</i> • Optimism <i>(about business growth and smoother operations)</i> • Downtime <i>(frequent stoppages due to machinery breakdowns)</i> 	<ul style="list-style-type: none"> • Efficiency <i>(improved operations and time-saving)</i> • Automation <i>(streamlined production processes)</i> • Precision <i>(accurate and reliable machine performance)</i> • Durability <i>(long-lasting machinery and components)</i> • Customization <i>(tailored machines to meet specific needs)</i> • Turnkey Solutions <i>(complete solutions from design to implementation)</i> • Innovation <i>(incorporating the latest technology)</i> • Technology-driven <i>(advanced tech for modern business needs)</i> • Inadequate output <i>(not reaching production goals)</i> • Up-time <i>(maximised operational time with minimal interruptions)</i> • Cost-effective <i>(competitive pricing with value-for-money solutions)</i>

Why are we doing this?

We are getting rid of the fluff from the interviews, picking out the good bits, learning from others' experience, and generating a tool that we can refer back to time and time again.

PRO TIP:

Don't be overwhelmed by this. It's just words. If in doubt put it on the list, and cross off later - it's like a brain dump of everything from the interviews.

Step 4

Craft your Brand Message

Now it's time to start making sense of these lists because it is going to form the basis of Step 4. **Trust me.**

Here's how this works.

- Firstly we are going to look at some marketing messaging formulas, we are going to be working with the PAS formula.
- Then we are going to refer back to the lists to pick out the best-fitting words / text strings.
- Then we are create 20 - 15 variations.
- Then we are going to finesse them to be a single sentence, that becomes a business elevator pitch for you and your team, your website, your brochures, your sales staff, your sales kit, your linkedin profiles - everywhere your business is seen.

1 | Let's take a look at some formulas and examples.

Here are three different examples of marketing messaging formulas. We are going to work with the PAS later on, but this gives you some options once you get your collective heads around everything.

1. Problem - Agitate - Solution (PAS)

PROBLEM | Identify the customer's problem.

AGITATE | Agitate the problem by highlighting its impact.

SOLUTION | Present your product or service as the solution.

2. Features - Benefits - Outcome (FBO)

FEATURES | Highlight a key feature of your product.

BENEFITS | Explain the benefit that feature offers.

OUTCOME | Describe the outcome or transformation the customer will experience.

3. Before - After - Bridge (BAB)

BEFORE | Explain the current problem that needs to be solved.

AFTER | What it looks like after the problem is solved.

BRIDGE | What has been done to bridge, or solve, the problem.

2 | Fill in the blanks, section by section.

For this exercise, we are going to use the first formula, PAS.
You've got your list of words, in the three different buckets.

- Problem
- Agitate
- Solution

This is where it starts to come together, and all this activity should be starting to make sense.

So fill in the bits, and string them together to make cohesive sentences.
This is the start of your accurate, on point brand marketing messaging.

EXAMPLE:

Our **Industrial-grade components are engineered for durability**
[addresses quality problem]
reducing downtime *[addresses impact]* and
keeping your production line running smoothly. *[solving the problem]*

WITHOUT NOTES:

Our industrial-grade components are engineered for durability,
reducing downtime and keeping your production line running smoothly.

EXAMPLE:

Make downtime a thing of the past time *[addresses impact]*
keep production running on time, and clients happy *[addresses quality problem]*
with **top-quality machinery designed for reliability and endurance.**
[solving the problem].

WITHOUT NOTES:

Make downtime a thing of the past keep production running on time, and clients happy
with top-quality machinery designed for reliability and endurance .

A F E W P R O T I P S

- Say the messages out loud in order, so the main message first, then the product / service one - do they sound like they belong together?
- It's ok to break it into 3 - 2 sentences. Sometimes that makes for a better impact.
- Quantity is good in this exercise - by letting go and being creative with words, you can really get some impactful words in place.
- It's ABSOLUTELY OK to have more than one. You can apply for them different scenarios, different specific types of clients
- The ones that you reject? They can form part of your marketing copy for your website, brochures etc.
- Remember, it's not set in stone. This Brand Marketing Message can evolve over time as your business does.

Go forth and tell your story.

HERE'S A BIG BIG TIP.

Don't overthink it

Use your gut with the words, what feels right.
If it feels wrong, it probably is.

And, like all things marketing, it's not set in stone - it WILL evolve over time.

What's next.

So now you have your brand message, we move onto the next stage, which is creating your Brand Marketing Assets.

This will include how to:

- **Use your message**
- **Complement your existing logo with the message**
 - A guide to refreshing your logo if it needs it
- **Rollout to all your marketing touchpoints:**
 - Website
 - Social platforms
 - Meta
 - LinkedIn
 - TikTok
- **Brochure**
- **Sales Kit**
- **Presentations**
- **Printed stationery**
- **And whatever other pieces you need.**

If you would like to receive the Brand Marketing Assets, please [click here](#) to add your name to the list we won't spam you, promise.