

MESSAGING DEVELOPMENT TEMPLATE

This template will help guide you in creating clear and strong messaging for your next marketing campaign.

1. What is the problem you are solving?
(Provide background)
2. Why are you solving this problem?
(What are the benefits?)
3. Who is your audience?
4. What do you know about them?
5. What do you want to tell them?
6. How do you want to tell them?
7. What is your tone of voice?
8. Who are your decision-makers at your audience's company?
9. What do you want your business outcome to be?

Summarize your key message in a single sentence, e.g.:

- "Retailers should use our POS solution because it lets them capture more sales by accepting additional forms of payment and lets them create greater customer trust and a better customer experience."
- "SMBs should sign up for [name of service] because they'll save time and money over doing it themselves."
- "Healthcare providers state security as their number one concern. We can assess and address your organization's vulnerabilities."

List any information that supports this message, e.g., facts, market statistics, customer testimonials.

Remember to experiment with different types of content on your marketing platforms such as blogs, white papers, social media, videos and more to reinforce your message.

Learn more about how Ingram Micro can help you market your business on Xvantage™.