



MESSAGING TIPS

4 Tips To Implement a Long-Term Messaging Strategy

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Uncover the customer problem that you're solving

By focusing on your customers' needs, you are taking your messaging away from what you think it should be, and towards what it does for those that enjoy your product.

What exactly does your customer struggle with, what are they not receiving from your competitors, and what have you helped solve?



Focus your messaging on customer emotion, insights, pains & gains

By using a simple tabled framework, take the customers pains that they are feeling and indicate how you will relieve them. Equally, take the gains that they are seeking and show how your company will satiate them. Rank the gains and pains by priority, and this should give you an idea of a hierarchy of areas to focus your messaging on.



Align your team around a shared message and vision

By aligning marketing and sales, you know that the message-market-fit you worked so hard to produce based on customer needs will be implemented correctly.



Continually **validate** **your findings**

Over time your product and staff will change, therefore changing the customer's product experience.

It's important to make sure that the problem you're solving is kept up to date - if customers are solving a different problem with your product, then your messaging needs to reflect that.