

Messaging

That Drives

Action

Allyson Letteri

inovia



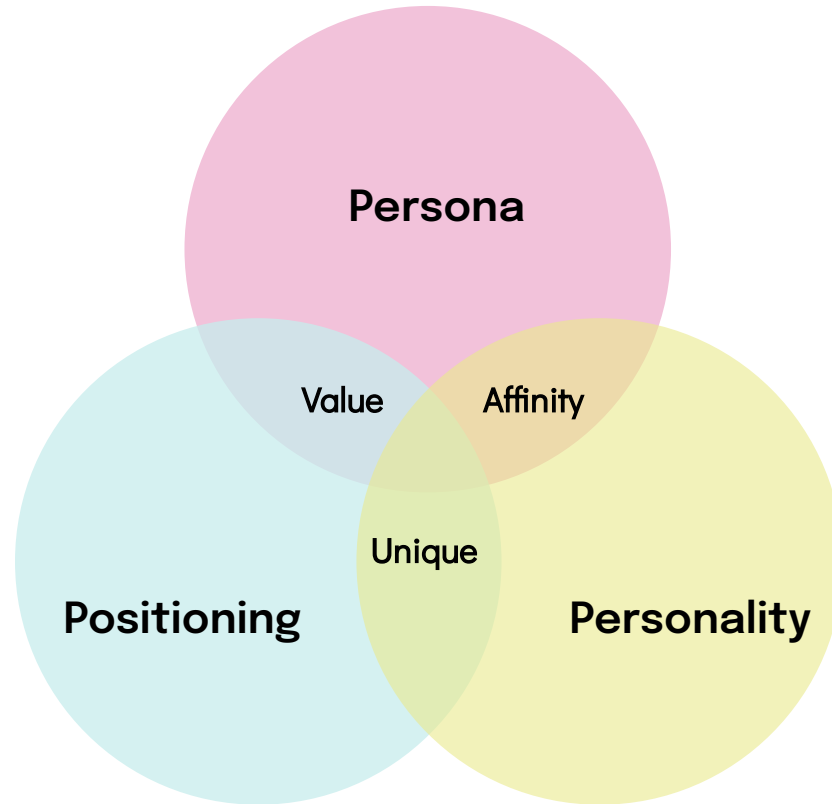
“We’re **losing sales every day** because our messaging is not right.”

Founder @ Series A energy tech startup

Today:

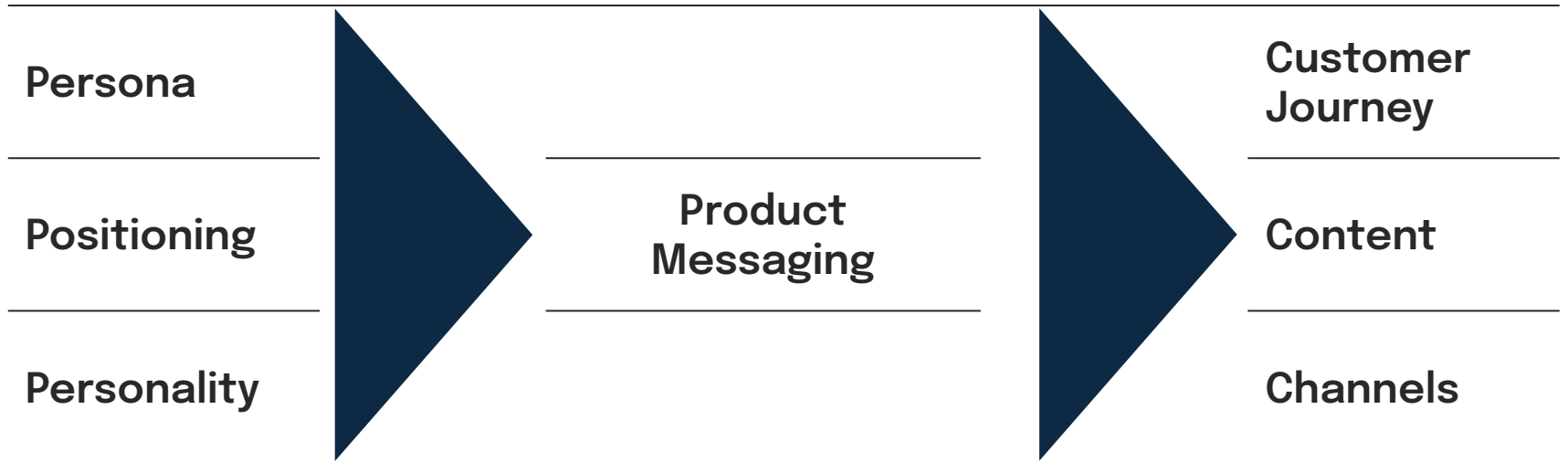
**6 ways product messaging
can boost sales and user growth**

Strong Messaging Requires all 3 Ps



What do the 3 Ps unlock?

MARKETING STRATEGY



Messaging that BOOSTS growth

1. High performing **value props**
2. Compelling **product narrative**
3. Useful content along the **customer journey**
4. Great **hooks** and captivating **topics**
5. Timely and relevant **content calendar**
6. Smart optimization of your **channels**

When you'll update messaging

BEFORE PMF

Create best-guess messaging to attract first customers

FIND PMF

Refine messaging now that you know your customers and competitors

OUTDATED

Re-align your messaging with your latest insights

NEW CUSTOMERS

Want to expand to a new customer segment

NEW COMPETITORS

Changes to your market or competitors

PRODUCT UPDATES

Prep for a feature launch, when value propositions can be more compelling

Hi, I'm Allyson Letteri

MARKETING LEADER

Built marketing teams from scratch

- Intuit
- Thumbtack
- Handshake



MARKETING ADVISOR

Seed, Series A & B stage startups

- Growth strategy
- Messaging strategy
- Launch strategy
- Team design

50+ founders in 2022

Marketing is a growth engine



Kristin Stoller Forbes Staff

I'm the deputy editor of the Forbes 30 Under 30 list.

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May 12, 2021, 08:00am EDT



Handshake's co-founders say their goal is help students from all backgrounds receive the same access to employment opportunity regardless of gender, race, socioeconomic status or type of school attended. COURTESY OF HANDSHAKE

01

VALUE PROPS

Craft high performing **value props**

Product Messaging Framework

Unique Selling Proposition (USP)

Value Prop #1

Value Prop #2

Value Prop #3

- Feature
- Feature
- Feature

- Feature
- Feature
- Feature

- Feature
- Feature
- Feature

- Proof Point
- Proof Point
- Proof Point

- Proof Point
- Proof Point
- Proof Point

- Proof Point
- Proof Point
- Proof Point

Your Unique Selling Proposition



Product

helps [persona]
who [problem to solve]
achieve [outcome]
through [unique differentiators]



Tip 1: value prop checklist

Desirable

Does this value prop convey a benefit that's valuable to our ideal customer?

Differentiated

Is this value prop different and better than the benefits competitors offer?

Defensible

Can we maintain as a distinctive strength of our product?

Distinct

Is each value prop significantly different from the others?

Comprehensive

Do the value props together holistically describe our value?

Tip 2: phrase as benefits

ACTION VERBS

- Save
- Deliver
- Increase
- Promote
- Achieve
- Create
- Run
- Gain

DESCRIPTORS

- Easy
- Smart
- Reliable
- Comprehensive
- Powerful
- Simple
- Proactive
- Most
- Best
- Least
- Fast

Tip 3: support with proof points

How it Works	Framework or steps that explain product functionality and results
Customer Stories	Stories, feedback, and testimonials from customers about results
Case Studies	Content you create about customer experiences and results
Endorsements	Third party validation from PR, leaders, organizations, and awards
Data	Facts and claims that show your product delivers results
Executive Platform	Company execs who build credibility through thought leadership
Resource & Guides	Value-add content that builds credibility and confidence
FAQs	Proactive answers to common questions and concerns

Check Your Value Props

Desirable

Does this value prop convey a benefit that's valuable to our ideal customer?

Differentiated

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02

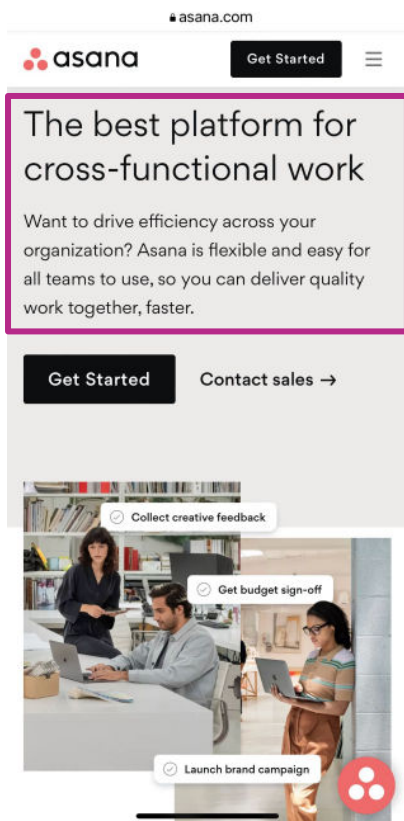
PRODUCT NARRATIVE

Create a compelling **product narrative**

Product Narrative Components

Hook	The compelling way you attract your persona
Problem	Show that you understand the key pains your ideal customer experiences
Solution	USP / Headline: what does your product do, who is it for, how is it unique
Value Props	The most compelling benefits your product delivers
How it Works	Overview of the unique way your product creates results
Proof Points	Validation and support for each value prop
Stakes	Negative outcomes and positive rewards if take action
CTA	The next step you want your ideal customer to take

EXAMPLE: Asana



asana.com

asana Get Started

The best platform for cross-functional work

Want to drive efficiency across your organization? Asana is flexible and easy for all teams to use, so you can deliver quality work together, faster.

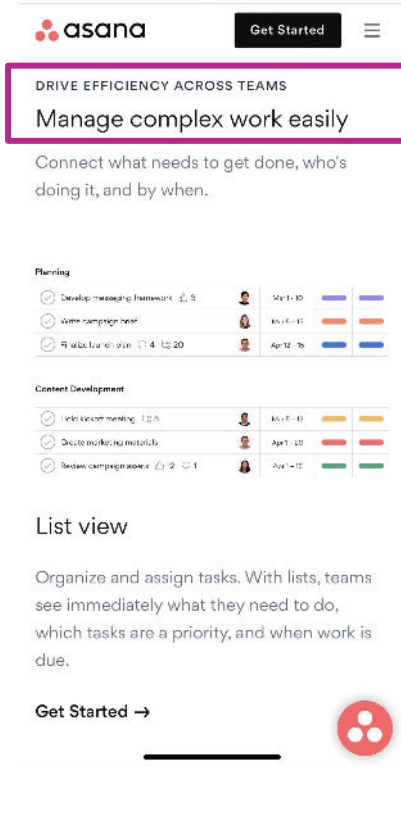
Get Started Contact sales →

Collect creative feedback

Get budget sign-off

Launch brand campaign

This screenshot shows the top section of the Asana website. It features the Asana logo, a 'Get Started' button, and a main headline: 'The best platform for cross-functional work'. Below the headline is a sub-headline and a paragraph of text. There are two buttons: 'Get Started' and 'Contact sales →'. At the bottom, there is a photo of three people in an office with three callout boxes: 'Collect creative feedback', 'Get budget sign-off', and 'Launch brand campaign'. A red Asana logo icon is in the bottom right corner.



asana Get Started

DRIVE EFFICIENCY ACROSS TEAMS

Manage complex work easily

Connect what needs to get done, who's doing it, and by when.

Planning

- Develop messaging framework 1/5
- Write campaign plan 8/16/15
- Finalize launch plan 1/4 1/20

Content Development

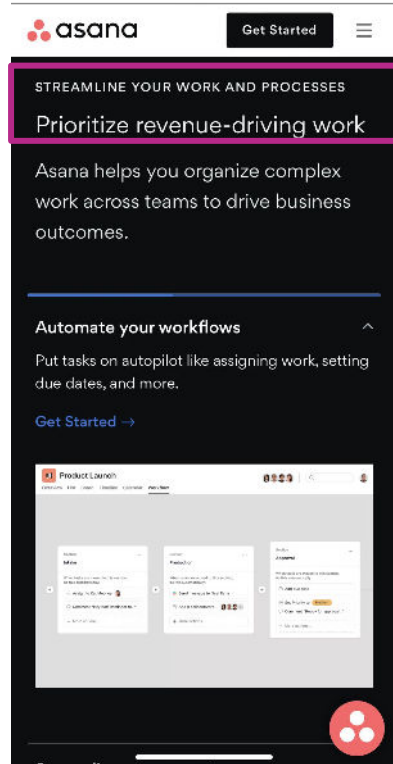
- Link customer journey 1/2/5
- Create marketing materials 4/1/17
- Review campaign assets 1/2 1

List view

Organize and assign tasks. With lists, teams see immediately what they need to do, which tasks are a priority, and when work is due.

Get Started →

This screenshot shows a section of the Asana website. It features the Asana logo, a 'Get Started' button, and a headline: 'DRIVE EFFICIENCY ACROSS TEAMS'. Below the headline is a sub-headline and a paragraph of text. There are two sections of task lists: 'Planning' and 'Content Development'. Each section has a list of tasks with checkboxes, progress bars, and due dates. Below the lists is a section titled 'List view' with a paragraph of text and a 'Get Started →' button. A red Asana logo icon is in the bottom right corner.



asana Get Started

STREAMLINE YOUR WORK AND PROCESSES

Prioritize revenue-driving work

Asana helps you organize complex work across teams to drive business outcomes.

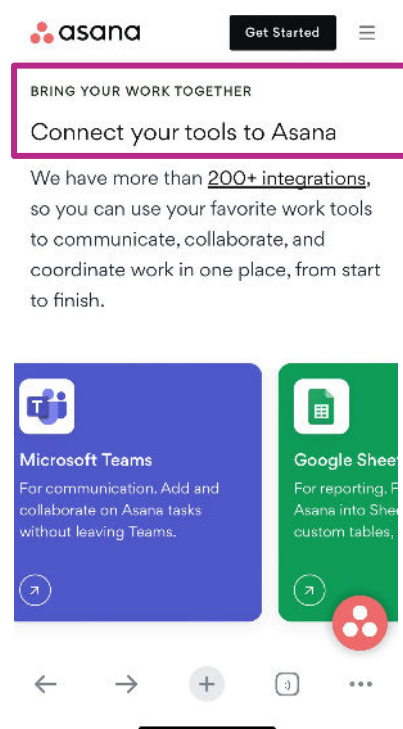
Automate your workflows

Put tasks on autopilot like assigning work, setting due dates, and more.

Get Started →

Product Launch

This screenshot shows a section of the Asana website. It features the Asana logo, a 'Get Started' button, and a headline: 'STREAMLINE YOUR WORK AND PROCESSES'. Below the headline is a sub-headline and a paragraph of text. There is a section titled 'Automate your workflows' with a paragraph of text and a 'Get Started →' button. Below that is a screenshot of the Asana interface showing a 'Product Launch' project with a list of tasks. A red Asana logo icon is in the bottom right corner.



asana Get Started

BRING YOUR WORK TOGETHER

Connect your tools to Asana

We have more than 200+ integrations, so you can use your favorite work tools to communicate, collaborate, and coordinate work in one place, from start to finish.

Microsoft Teams

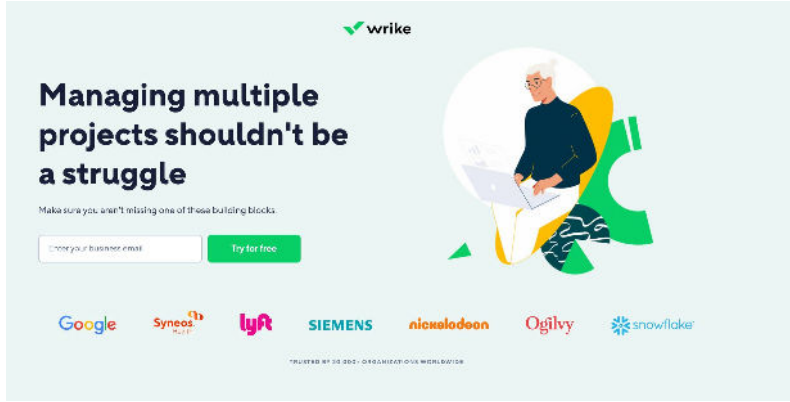
For communication. Add and collaborate on Asana tasks without leaving Teams.

Google Sheets

For reporting. Fit Asana into Sheets custom tables.

This screenshot shows a section of the Asana website. It features the Asana logo, a 'Get Started' button, and a headline: 'BRING YOUR WORK TOGETHER'. Below the headline is a sub-headline and a paragraph of text. There are two cards: 'Microsoft Teams' and 'Google Sheets'. Each card has an icon, a title, and a paragraph of text. A red Asana logo icon is in the bottom right corner.

Project Management



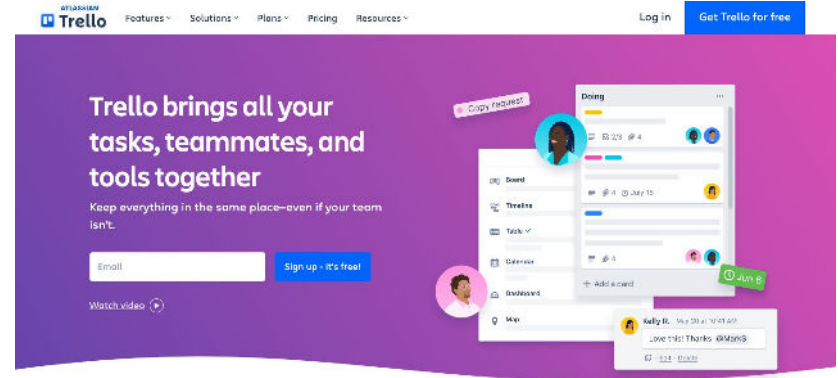
wrike

Managing multiple projects shouldn't be a struggle

Make sure you aren't missing one of these building blocks:

Google Syneos lyft SIEMENS nicolodeon Ogilvy snowflake

POWERED BY 30,000+ DEVELOPERS-GLOBE-WIDE



Trello Features Solutions Plans Pricing Resources Log in [Get Trello for free](#)

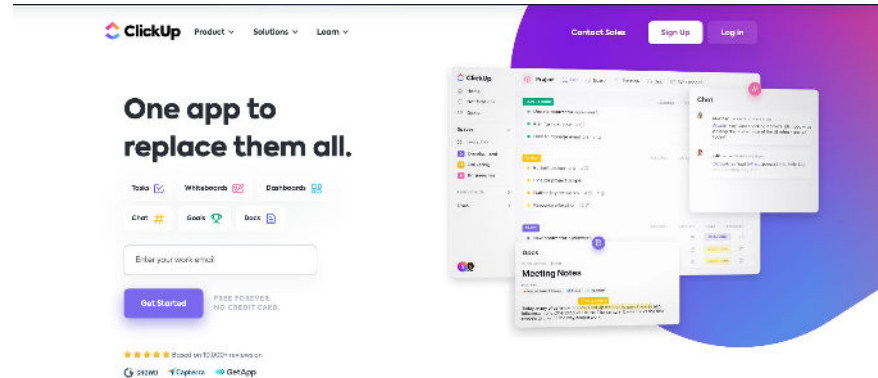
Trello brings all your tasks, teammates, and tools together

Keep everything in the same place—even if your team isn't.

Watch video

Copy request! Done! Board Tasks Calendar Overview My

Kelly B. May 28 at 10:51 AM Love this! Thanks @M968



ClickUp Product Solutions Learn

One app to replace them all.

Tasks Whiteboards Diagrams Chat Goals Docs

 FREE FOREVER, NO CREDIT CARD.

★★★★★ Based on 10,000+ reviews on [App Store](#) [Google Play](#) [GetApp](#)

ClickUp Chat Board Meeting Notes

03

CUSTOMER JOURNEY

Plan useful content along the **customer journey**

5 Phases of Customer Journey

	Business Goal	Customer outcomes
Attract	Generate qualified traffic and interest	Awareness Attention
Nurture	Educate and qualify leads	Trust Desire
Convert	Get new customers who sign up / buy	Confidence Action
Onboard	Accelerate time to value for new users	Results Ease
Engage	Drive active use and retention	Results Loyalty

Content for Each Phase

	Customer outcomes	Content provides
Attract	Awareness Attention	Hook interest and open eyes to the solution Thought leadership, secrets, diagnose symptoms
Nurture	Trust Desire	Highlight transformation and differentiators Customer stories, “quick win” content, proof points
Convert	Confidence Decision	Share offer details and answer product questions Offer with urgency, product details, demo
Onboard	Results Ease	Accelerate time to value Get started tips, support, community, celebrate wins
Engage	Results Loyalty	Drive action to achieve results In-product tips, campaigns, launches, loyalty programs

Attract content

	Customer outcomes	Content provides
Attract	Awareness Attention	Hook interest and open eyes to the problem Thought leadership, secrets, diagnose symptoms
<i>Problem Unaware</i>		Create awareness of the problem Diagnose symptoms, warning signs, root cause
<i>Solution Unaware</i>		Explain solution and how to choose Share transformation, tell how to evaluate solutions
<i>Product Unaware</i>		Highlight differentiators and success Show value props, highlight better user experience

Prioritize Content

	Customer outcomes	Content provides
Attract	Awareness Attention	Hook interest and open eyes to the problem Thought leadership, secrets, diagnose symptoms
Nurture	Trust Desire	Highlight transformation and differentiators Customer stories, “quick win” content, experiences
Convert	Confidence Action	Share offer details and answer product questions Offer with urgency, product details, demo
Onboard	Results Ease	Accelerate time to value Get started guides, support, community
Engage	Results Loyalty	Drive action to achieve results Campaigns, launches, loyalty programs, lifecycle

04

CONTENT HOOKS

Create great **hooks** and captivating **topics**

7 Magnetic Messaging Hooks

PLEASURE

Experience sensory pleasure

STATUS

Gain rank or respect

FREEDOM

Rebel against the rules

SECRETS

Unlocking answers to unanswered questions

CONTROL

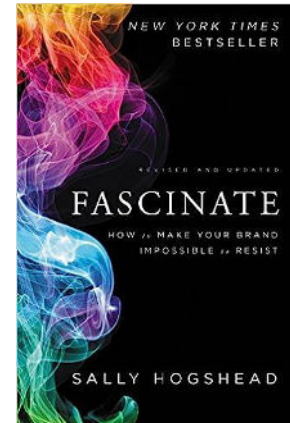
Achieve command over others or a negative situation

TRUST

Get certainty and consistency

SECURITY

Avoid the threat of negative consequences



Pleasure

Ways to hook your audience with pleasure

- Evoke any of the five senses so people can imagine how it feels
- Create anticipation and desire for pleasurable outcomes
- Tell a story that makes someone feel the experience in their body

Hook examples

- Want to feel ...? Try this!
- Why you can't resist ...
- Stop feeling ... and start feeling...

Secrets

Ways to hook your audience with secrets

- Lead with a cliffhanger, then promise to explain what unfolded
- Offer access to secrets and insider information
- Invite your target audience to a limited-access opportunity

Hook examples

- Find out what happens after ...
- The secrets to solving ...
- What insiders know about ...
- Myths and what's really true about ...

Security

Ways to hook your audience with security

- Share warning signs that your target customer needs to know
- Create urgency to avoid negative consequences
- Reveal bad outcomes that can happen if the problem goes unaddressed
- Focus on how to avoid the most feared risks your customer faces

Hook examples

- Warning signs you can't avoid
- You may be missing these killer signs
- Act now to avoid ...

Control

Ways to hook your audience with control

- Explain how to influence a person or situation to get a better outcome
- Show the best ways to reward or punish someone to take control
- Teach your audience how to increase their authority and influence
- Offer to take decisions out of their hands so have a clear path to control

Hook examples

- Ways to influence ...
- The best way to overcome ...
- Here's how to take control of ...

Freedom

Ways to hook your audience with freedom

- Make people want to break the rules to get a better outcome
- Tell someone what not to do without a reason why to spark rebelliousness
- Change beliefs about established expectations and standard choices

Hook examples

- These rules need to be broken. Here's why.
- What you're missing if you play by the old rules
- How to break free and do it your way

Create a Hook

Pleasure

- Want to feel ...? Try this!
- Why you can't resist ...
- Stop feeling ... and start feeling...

Secrets

- Find out what happens after ...
- The secrets to solving ...
- What insiders know about ...
- Myths and what's really true about ...

Security

- Warning signs you can't avoid
- You may be missing these killer signs
- Act now to avoid ...

Control

- Ways to influence ...
 - The best way to overcome ...
 - Here's how to take control of ...
-

05

CONTENT STRATEGY

What's the best content to motivate your ideal customers?



“We used to start with channels then create a bunch of content. Now we **start with goals, create content**, and roll out to channels. It’s better to create a few pieces of high quality content.”

Founder @ Series A energy tech startup

**Plan a content strategy that is
timely and relevant AND
does more with less.**

Tip 1: create a calendar & themes

	April	May	June
Seasonal moments			
Customer moments			
Company news			
Product news			
THEMES			

Tip 2: plan core content

ARTICLE

Blog post

Report

Thought leadership article

VIDEO

Video

Video series

YouTube

Event recording

Webinar

Podcast

Podcast

Audio recording

Tip 3: repurpose across channels

Core	If you wrote an article, turn this into a video or podcast
Social	Turn quotes, data, and other snippets from the core content into posts
Email	Splice the content into an engaging multi-part email series or use in newsletter
Sales	Create an email for sales to send prospects, inviting them to use the content
Event	Create an engaging webinar or event that covers the main points from the content
PR	Pitch media on an intriguing point or data that you cover in your content
Contributed	Pitch blogs, podcasts, or influencers in your space with tailored content
Lead magnet	Turn the content into a helpful resource that requires entering an email address
Launches	Leverage your content for to launch a new feature and drive active use

Identify a Theme

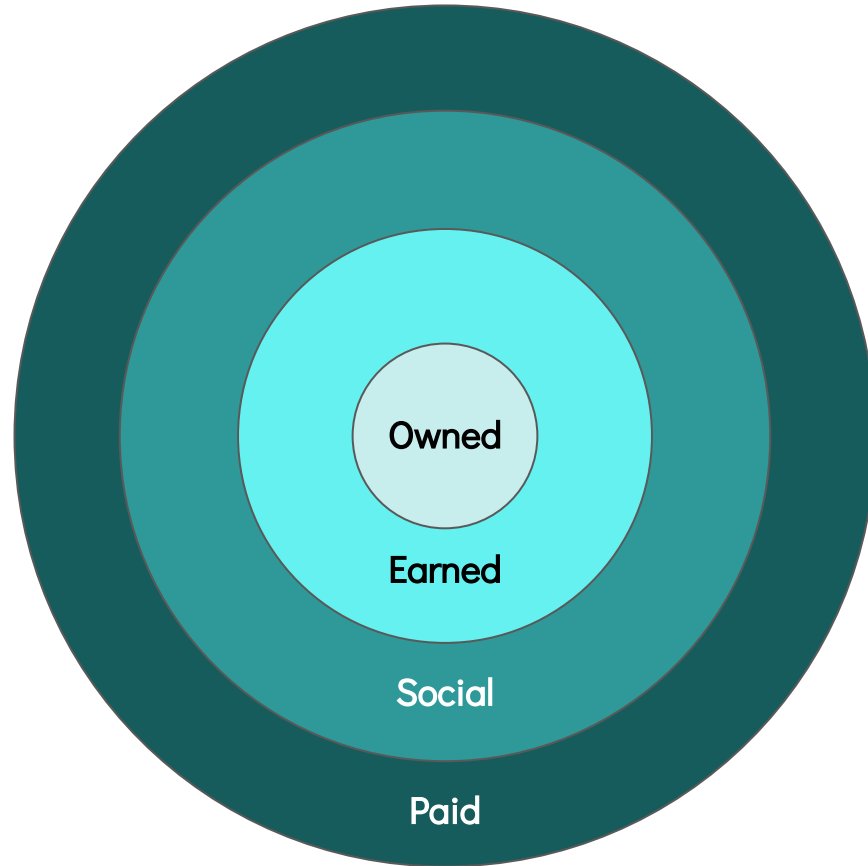
	April	May	June
Seasonal moments			
Customer moments			
Company news			
Product news			
THEMES			

06

CHANNEL STRATEGY

Prioritize smart optimization of your **channels**

Optimize channels in order



Marketing channel buildout

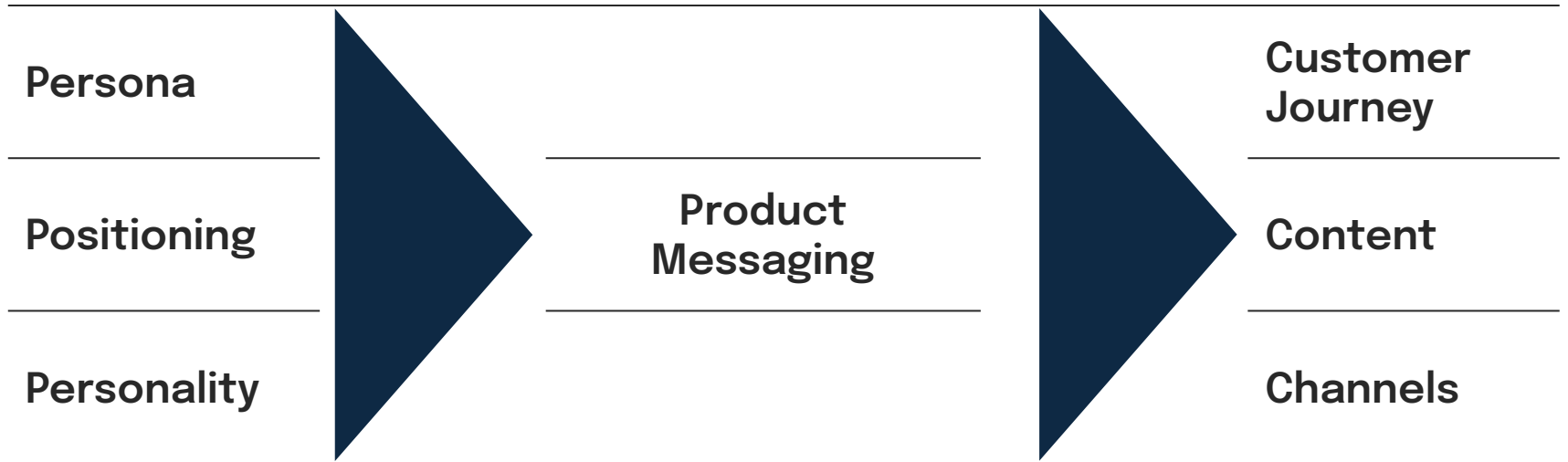
Owned	Channels that your company controls completely (website, emails, blog)
PLG	Letting your product drive growth through referrals, network effects, and product-driven marketing
Network	Get introductions and connections with your ideal customers from your team, network, and investors
Earned	Channels that voluntarily mention or share your content (PR, SEO, podcasts)
Social	Social media channels you use to engage your audience (LinkedIn, Instagram, TikTok)
Paid	Channels where you pay for placement (digital ads, events, affiliates, and partnerships)

NEXT STEPS

What's the best content to motivate your ideal customers?

How to create product messaging

MARKETING STRATEGY



Messaging that BOOSTS growth

1. High performing **value props**
2. Compelling **product narrative**
3. Useful content along the **customer journey**
4. Great **hooks** and captivating **topics**
5. Timely and relevant **content calendar**
6. Smart optimization of your **channels**

How Allyson can help

CONNECT

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/allysonletteri



WORKSHOPS

Team design
Persona + Positioning
Messaging
Content + Channels

ADVISING

Growth strategy
Messaging strategy
Launch strategy
Marketing team design

Thanks!

LET'S CONNECT!



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