

CMO-OnLoan[®]

Strategic Marketing Playbook

Communication Strategy

Key Messages

Building Blocks & Deliverables

BRAND STRATEGY

Defines your brand and who you serve

DELIVERABLES:

- Why Your Brand Exists
- Promise & Secret Sauce
- Ideal Target
- Brand Architecture
- Naming Strategy
- Personality & Tone-of-Voice

COMMUNICATION STRATEGY

How, when and where you will communicate

DELIVERABLES:

- Hero's Story Outline
- One Liner vs Competition
- **Key Messages**
- Journey Map
- Channel Strategy
- Style Guide

MARKETING PLAN

How you will deliver business results

DELIVERABLES:

- Marketing Plan Overview
- Priorities, Tactics & KPI's
- Calendar Overview
- Budget Priorities
- KPI Tracker
- Results Dashboard

RESOURCE PLAN

How you will resource the marketing team

DELIVERABLES:

- Resource Plan Overview
- Team Structure
- Roles & Responsibilities
- External Resource Scope

Key Messages

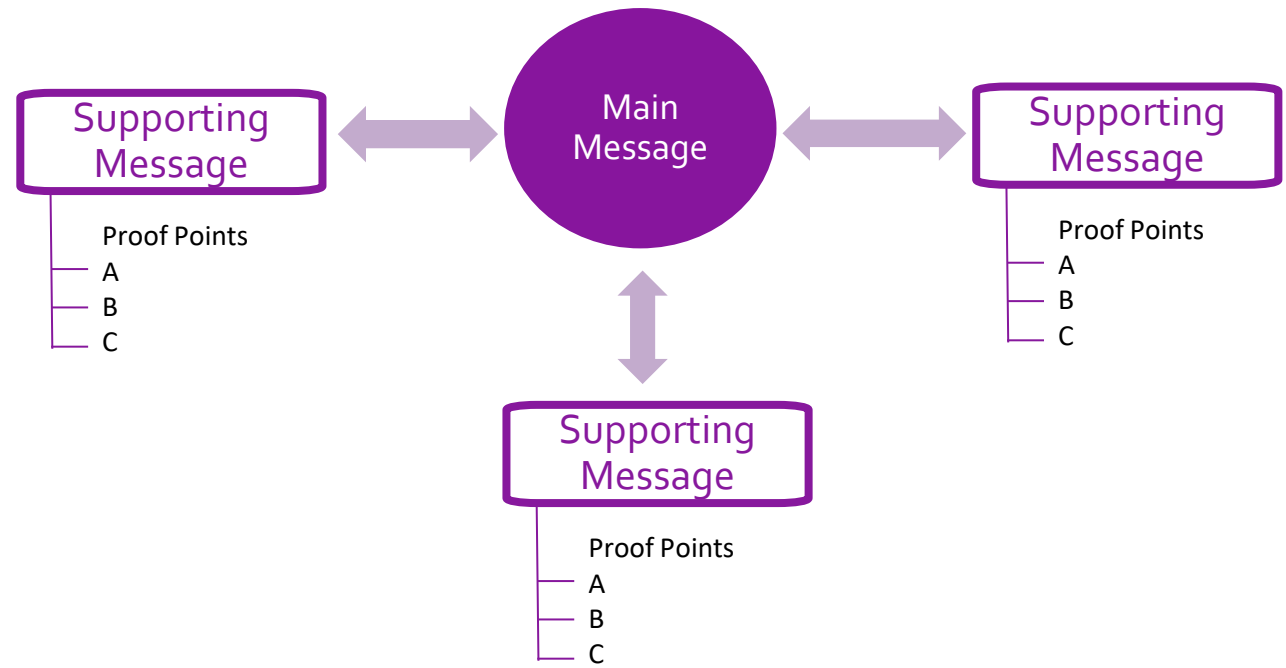
A visual way to organize your most important messages

- Helps you prioritize what you want your audience to hear
- Ensures consistency in how everyone speaks and writes about your brand
- Only use a few – a primary and for initiatives, major news or a crisis

Includes bite-sized information:

- 1 Main Message
- 3 Supporting Messages
- Proof Points for each Supporting Message

Visual allows flow between information



Main Message

Main idea you want your audience to hear, understand, and remember

What's the ONE thing you want people to hear and remember?

It's like a thesis statement in an essay



If asked a question, what would you want a speaker to get across?

We often use the "Promise" from the Brand Strategy

Supporting Messages

Points that make the main message more clear

It's like the supporting messages for a thesis in an essay

Supporting
Message

Limited to 3!

Should summarize several detailed Proof Points

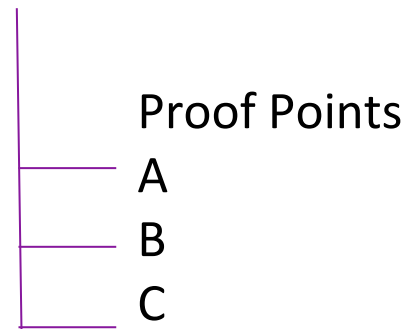
We often use the “Secret Sauce” from the Brand Strategy

Proof Points

Specific reasons to believe each Supporting Message

What are the reasons for a person to believe each Supporting Message?

Provide facts/proof with why the Supporting Message is true (often numbers-based)



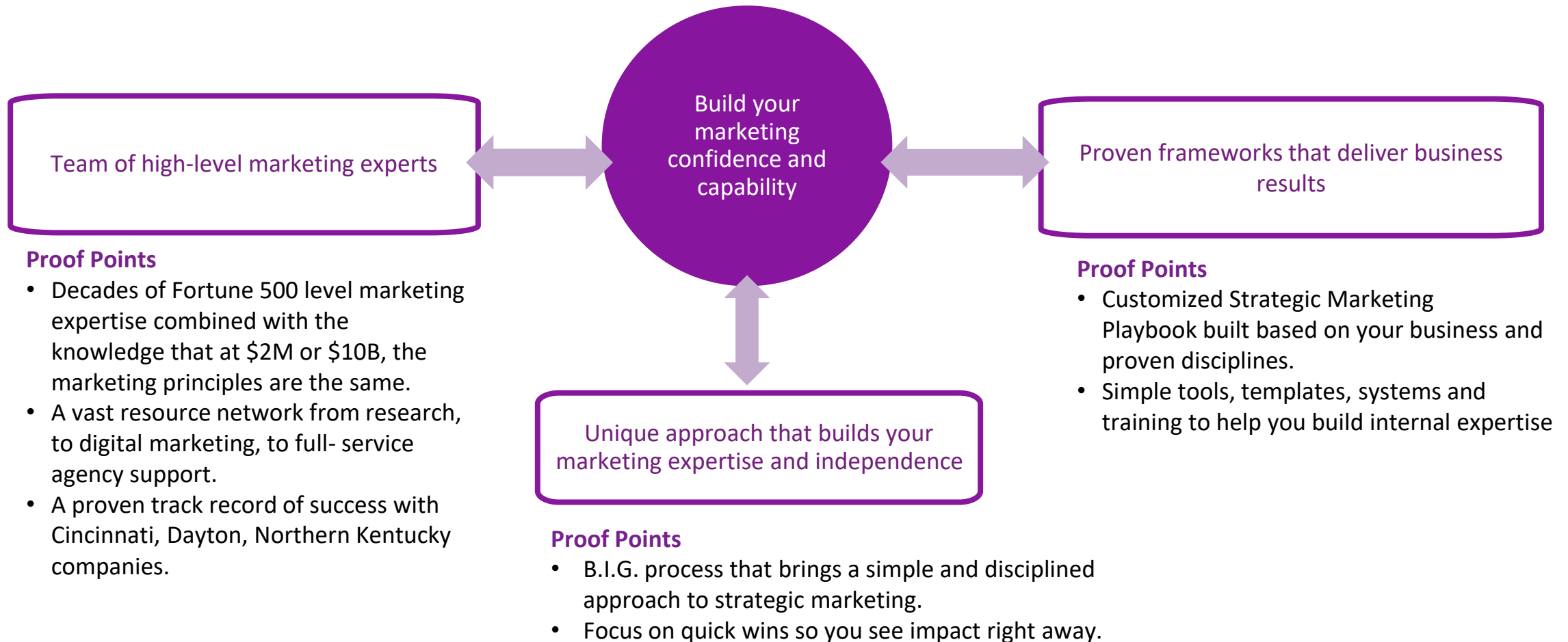
Proof Points are a way to get to the Supporting Messages and ultimately the Main Message

When asked a question, sometimes a speaker starts with a Proof Point

Good Key Messages

- Aligned with overall business strategy
- Unique, accurate and verifiable
- Concise (you only have one page for a reason)
- Easy to understand and easy to restate (no corporate jargon)
- Relevant to specific audiences

Example – Promise & Secret Sauce



Recap – Key Messages

A visual way to organize important messages

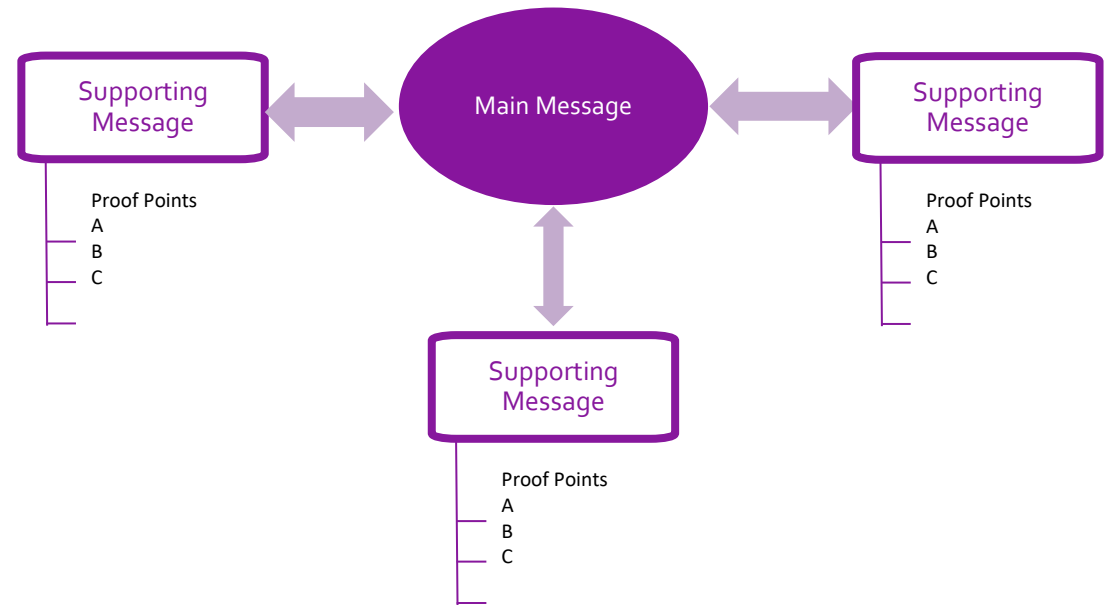
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Bite Sized Information

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- 3 Supporting Messages
- Proof Points for each Supporting Message

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Thank You!