

DEVELOPING A
CORE MARKETING MESSAGE

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Central to effective marketing is a message that speaks powerfully to the needs of your prospective clients. This message becomes the foundation of all your marketing.

1. Target Market: What clients do you serve? Give a detailed profile of your ideal client – basic facts such as geography, industry, values, characteristics, interests.
2. What Problem, Challenge, Issue, are your clients facing that would make them seek your assistance?
3. What Solution, results, do you produce when working with clients?
4. What Proof do you have that you can in fact deliver that Solution? References, Testimonials, case studies that make a strong case for your results.
5. Differentiation – what makes you stand apart from your competitors? What makes you unique, special, memorable?

Verbal Expression of Core Marketing Message

When someone asks you what you do, how do you respond?

*You don't start out talking about what you do, but who you work with and what their problem is. This takes the focus off of you and onto your clients.

1. Target Market: Say who you work with first. Let your listener know your service is for them, not someone else. Example using OrangeAlloy: *"I work with artists ..."*

2. Problem: Articulate the problem or predicament your target audience is experiencing in terms that are meaningful to them. Ex: *"... to assist them in setting, achieving and realizing their creative and career goals."*

(Wait for a response or question)

3. Problem/Stories: Tell them more about the problem and discuss samples of those you worked with. Ex: *"Many artists struggle to promote and market themselves ..."*

(Conversation about various problems or challenges)

4. Solution/Uniqueness: Tell them your solution and what makes you different. Ex: *"I offer multiple solutions from coaching, to action and marketing plans, to acting as a manager or agent. My approach is based on my history as a film producer, is solution based."*

(Continued conversation about solutions and results)