

CAMPAIGN MESSAGING

ANGIE PEDERSEN

RESOURCES

Campaign brief

Brochures

Service page(s)

[Internal creative asset archive]

CAMPAIGN BRIEF SOURCE MATERIAL

You can find campaign messaging guidance on page 3 of the Campaign Brief.

CAMPAIGN MESSAGING

1. What offering(s) is the focus for this campaign?

[companyXYZ.com/service-offering-page]

2. What problem(s) does [COMPANY XYZ] help your target personae solve and how do we help?

The [WIDGET PRO] is a free upgrade for customers already using the [WIDGET BASIC]. It helps our customers by providing [BENEFIT], [BENEFIT], and [BENEFIT], allowing them to [END GOAL].

3. What is the most important thing your target personae should remember from this campaign?

The [WIDGET PRO] is the future of innovation in a complex global market. With it, you can do business faster and more efficiently.

4. What is the call-to-action (CTA)?

Upgrade today. [DESTINATION URL]

QUESTIONS TO ASK

You can find many of these answers in campaign brief – if not, be sure to ask during the brainstorming call.

- Who is the target audience?
- What are their challenges/pain points?
- How does this [COMPANY XYZ] service/capability address these challenges?
- What are the 3-4 key messages that will speak to the audience's need and help achieve the marketer's objective?
- Why now? Why is this campaign important/relevant to this audience at this time?
- What is the service value proposition?
 - Connect the value of your offering to your buyer's problem:
 - We help (audience) do (product/service feature) by doing (our service) so they can (service benefit).

For your consideration: How can we apply Brand verbal guidelines to the messaging?

[WIDGET PRO] Content Plan

Campaign objective(s)

1. **Primary objective:** Drive adoption of the [WIDGET PRO] among current customers who are using the [WIDGET BASIC].
2. **Secondary objective:** Build awareness of the use and benefits of the [WIDGET PRO].

Campaign messaging

Here are the top customer-centric key messages that will engage the target audience and drive the customers to [take action](#).

Key message 1: The [WIDGET PRO] is a promotional tool that empowers you to provide streamlined access to your system.

When you upgrade to the [WIDGET PRO], you can:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

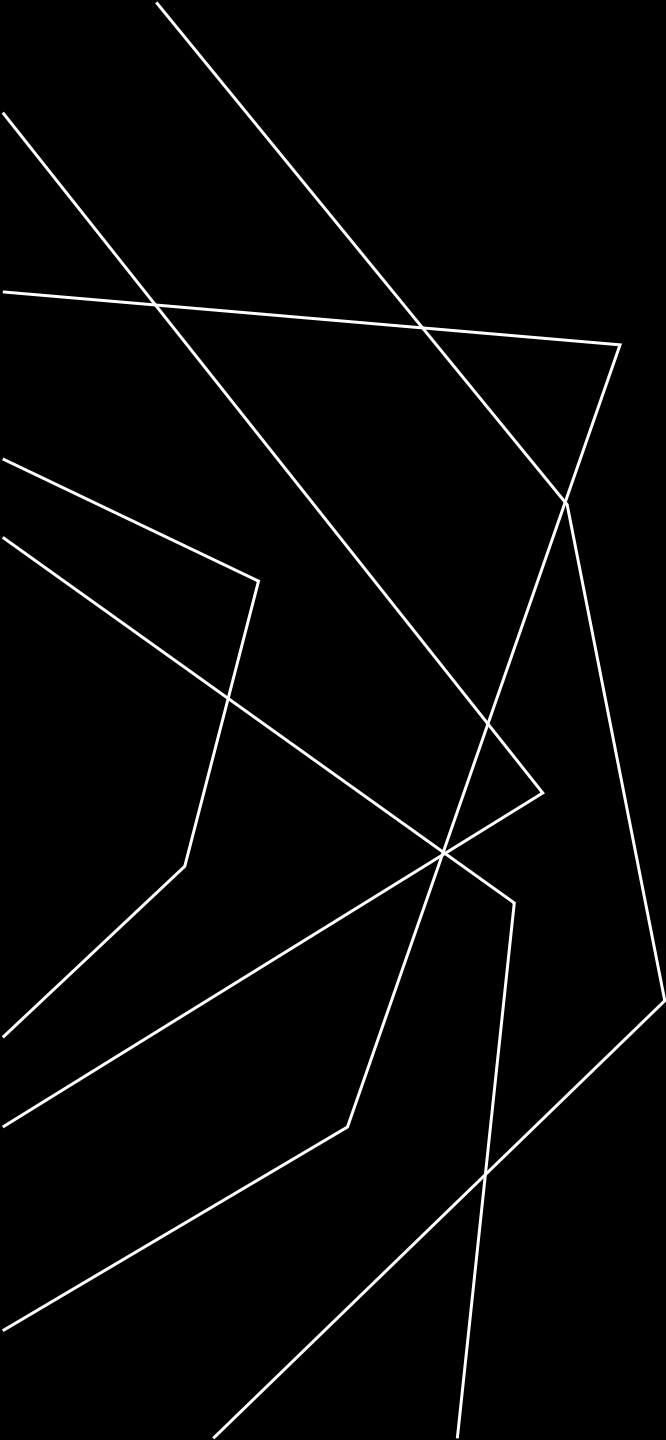
Key message 2: Upgrading to the [WIDGET PRO] is free.

- If you're already using the [WIDGET BASIC] you can upgrade to the [WIDGET PRO] at no additional cost.

Key message 3: Manage all your [WIDGET PRO] promotional needs at the [WIDGET] Hub.

- You can upgrade, build, and preview [WIDGET PRO] designs, and configure your product page at widgehub.companyXYZ.com. Registration is required to access the [WIDGET] Hub, which is limited to [COMPANY XYZ] customers.

END
RESULT



ANY QUESTIONS?