

YOUR MESSAGING ISN'T ABOUT YOU

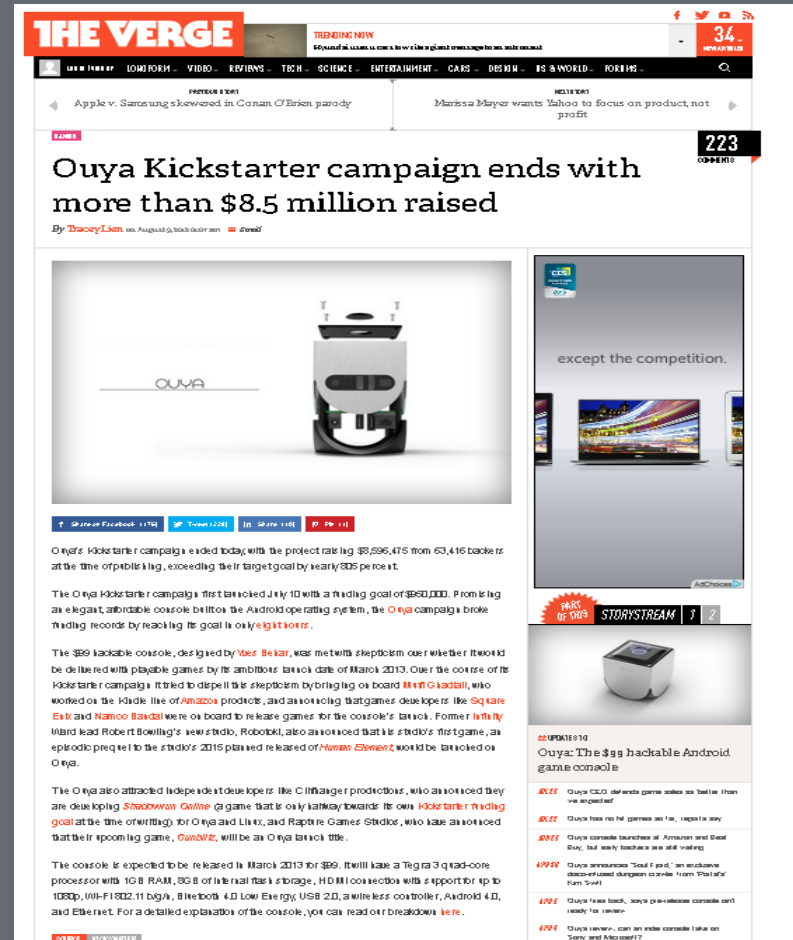
7 Steps to Messaging that Connects



Who am I? Why am I here?



Microsoft



Hundreds of product launches. Dozens of corporate launches. One top-funded Kickstarter campaign

The Tool: The Message Map

Message Map			
Question or Concern:			Map No. _____ Date: _____
Subject:	Category:	Stakeholder:	Likely conditions for Use:
Opening Statement:			
Key Message/Fact 1	Key Message/Fact 2	Key Message/Fact 3	
Supporting Information 1-1	Supporting Information 2-1	Supporting Information 3-1	
Supporting Information 1-2	Supporting Information 2-2	Supporting Information 3-2	
Supporting Information 1-3	Supporting Information 2-3	Supporting Information 3-3	

Question/Concern: _____

_____ Date: _____

_____ Map No: _____

Order: _____ Conditions: _____

Statement: _____

Message 1: _____

Message 2: _____

Message 3: _____

c. _____

Key Message 4: _____

a. _____

b. _____

c. _____

If you think “they don’t get it”
then you don’t get it.

Your messaging isn’t about you.

7 Step Messaging Process

1. Identify your target audience(s)
2. Identify common sets of concerns
3. Develop key messages
4. Develop supporting information
5. Test and Validate | Refine and Iterate
6. Distribute
7. Repeat, Repeat Repeat(& Repeat & Repeat)

Step 1: Identify your target audience(s)

If you fail to understand who must reach,
then you will fail to reach them.

Step 1: Identify your target audience (s)

Tips:

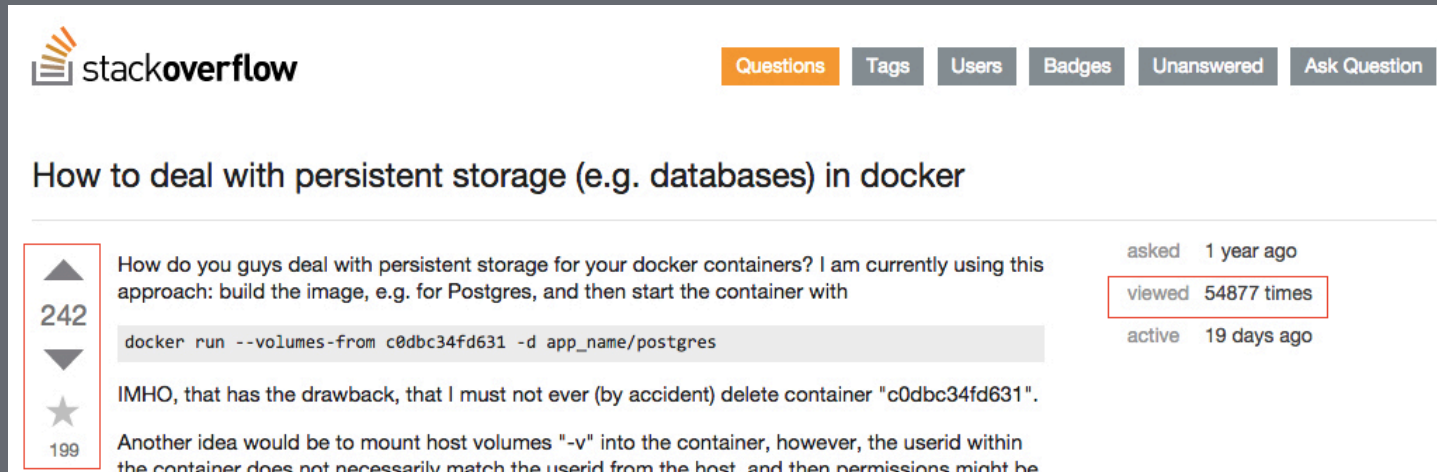
- Go beyond demographics and role
 - What's expected of them?
 - What motivates them?
 - How do they feel?
- Talk to the people who manage the relationship (sales, biz dev, etc)
 - Where do they sell in? (There may be more than one entry point)
- You may have multiple target audiences
 - How are they similar
 - How are they different

Step 2: Identify common challenge or concern

Your solution is not my problem.

(this is where startups often fail)

Step 2: Identify common challenge or concern



The screenshot shows a Stack Overflow page for a question titled "How to deal with persistent storage (e.g. databases) in docker". The question is asked 1 year ago, has 242 votes, and has been viewed 54,877 times. The question text is: "How do you guys deal with persistent storage for your docker containers? I am currently using this approach: build the image, e.g. for Postgres, and then start the container with". Below the question is a code block containing the command: `docker run --volumes-from c0dbc34fd631 -d app_name/postgres`. The answer text starts with: "IMHO, that has the drawback, that I must not ever (by accident) delete container 'c0dbc34fd631'." and continues with: "Another idea would be to mount host volumes '-v' into the container, however, the userid within the container does not necessarily match the userid from the host, and then permissions might be".

Tips:

- Struggling?
 - Current customers are a great resource
 - Feedback from sales and relationship managers
 - Survey: Why did you choose our product?
 - Reviews and endorsements
 - Focus groups
 - Audits
 - Review competitive messaging
 - What do they solve?
 - Can you solve it better?
 - More narrowly?

Media and Investors have similar needs

- Assure them you aren't a flash in the pan
- Market size
- Telescope the future
- Land and expand
- Growth strategy
- New audiences

Connect through word choice and tone

Step 3: Key Message Development

Failure to connect = messaging fail.

Step 3: Key Message Development

Tips:

- 3/3/30 rule:
 - 3 short sentences
 - Convey 3 messages
 - Each under 30 words
- Primacy and recency
- Language and tone
- Connections through emotions and values
- Don't forget: Focus on benefits.
(Product features aren't benefits)



Step 4: Supporting Statements

Prove it.

Step 4: Supporting Statements

Establish Credibility

Third parties

- Investors
- Analysts
- Customers
- Reviews

Paint a Picture

Assume no one you speak to will ever touch the product

- Facts and figures
- Graphics and Visuals
- Analogies
- Comparatives
- Storytelling/Anecdotes



Each of these improve recall by 50%



PRODUCTS ▾

PRICING ▾

USE CASES ▾

API & DOCS ▾

HELP

SIGN UP

LOG IN

CUSTOMERS

Twilio & You

Explore unique solutions built by our customers.

FEATURE



 **Datalot™**

helps businesses turn web leads into customers with Twilio.



box



eHarmony®

Step 5: Test and Validate | Refine and Iterate

Your messaging isn't about you.

Step 5: Test and Validate | Refine and Iterate

Tips: Who and How to Test

- **Advisors and investors**
 - Strong instinct: Have seen it all, know your market
- **Existing customers**
 - Feedback from relationship managers
 - Surveys
 - Messaging pull through in reviews and endorsements
- **New customers**
 - One question survey: Why did you buy?
- **General market**
 - Are competitors responding?
- **Adwords**
 - Which words does Google think will generate more clicks?
 - Which keywords will customers use in searches?
 - Which words are overused?

Competitive Messaging

- Are competitors changing their messages in response?
- **Media**
 - Message pull through in coverage

Step 6: Distribute

Everyone is a messenger.
Every interaction is an opportunity.

Step 6: Distribute

Tips:

- Share your message map
 - Print and post
 - Reiterate key messages for employees regularly



Twilio Messaging Framework
Rev. 2/18/2014

Company Goal	To be the core of global communications in a software defined world.
Company Mission	Change communications forever by migrating this industry from its legacy in hardware to its future in software.
Product Descriptor	Software and cloud-based communications platform.
Company Category	Software Defined Communications
(In work)	Definition: Software Defined Communications brings agility and flexibility to businesses, enabling them to more rapidly prototype, build, deploy and scale their communications API.
Twilio One-Liner	Twilio provides a software and cloud-based communications platform that enables developers and businesses to build communications solutions that meet their specific needs. Whether integrating voice, messaging and/or VoIP capabilities into a web or mobile app or building a complete systems like a call center, Twilio removes traditional obstacles to creating effective communications experiences. (WC 50)
Elevator Pitch	Twilio provides a software and cloud-based communications platform that enables developers and businesses to build communications solutions that meet their specific needs. Whether integrating voice, messaging and/or VoIP capabilities into a web or mobile app or building a complete systems like a call center, Twilio removes traditional obstacles to creating effective communications experiences. (WC 50)
Key Messages	

From: Kay Kinton <kkinton@twilio.com>
Date: Friday, April 10, 2015 at 12:29 PM
To: Tiffany Spencer <tiffany@bvp.com>
Subject: Re: Twilio messaging

See if the attached would be useful. The purpose here was to get everyone on the same page with messaging because, as you know, the message gets out faster when we're all aligned and beating the drum.

(100 Word)	Twilio provides a software and cloud-based communications platform that enables developers and businesses to build the communication solution that meets their specific needs. Whether integrating voice, messaging or VoIP capabilities into a web or mobile app or building a complete call center solution, Twilio removes traditional obstacles to creating effective communications experiences. By virtualizing the entire infrastructure needed for communications in a cloud-based, global environment, communications solutions are simple to build, scalable and easily adapted to changing business needs. By leveraging Twilio, businesses are better able to connect with their customers in the way their customers want to communicate. (WC 99)
Press Release Intro	Twilio, the software and cloud-based communications platform company,
PR Boiler Plate	Twilio, the software and cloud-based communications platform company, enables developers and businesses to rapidly build and deploy communication solutions that meet their specific needs. Whether integrating voice, messaging and/or VoIP capabilities into a web or mobile app or building a complete systems like a call center, Twilio removes the traditional obstacles to creating effective communications experiences. Twilio gives businesses the ability to innovate, prototype, create, and connect with their customers at the right time and in the way. The company is privately held and based in San Francisco, California.

Step 6: Repeat, Repeat, Repeat

more frequency = more effective

Step 6: Repeat, Repeat, Repeat

Tips:

- Create a Zeitgeist
- Rule of 7
 - Targets must hear a message at least 7 times before they take action
 - Map out how you will touch each prospect 7 times
- Microsoft study: optimal number of exposures for audio messages between 6 and 20
- Not all “touches” are created equal

Why?

- Information overload
- Your target needs to hear the message AND connect it back to you

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Your Target is the Hero of His Own Story

- “As you build your messages, start with your audience and their needs, then introduce yourself as a catalyst for helping them meet their needs and a story begins to unfold: Multiple characters, and most importantly, your audiences in a starring role. Conflict between their desires and their current state. And a plot or journey that you invite them to join you on to reach those desires.” – Jonathan Sachs, The Story Wars