

Communicate with impact: Marketing checklist



When creating your messaging you want to make sure that you have key messaging elements in place to ensure that you can craft messaging across your channels and audience touchpoints, both digital and in-person, that are engaging, consistent and have impact.

Our checklist outlines some of the key elements you need to have in place to create messaging that connects to you customers and prospects.

- Create personas
- Build value propositions
- Identify the language of the customer
- Establish the benefits
- Provide proof points
- Use data to inform your decisions
- Map customer buyer journeys
- Educate your audience
- Provide personalization
- Build your channel strategy
- Create content with value
- Be ready for GenAI

- Create personas:** identify the key buyer personas. Capture the demographics, the challenges they face, the needs they have in their role and their goals.
- Build value propositions:** Create value propositions for your business, products and other business services. It should be one sentence that concisely and clearly states the benefits of your product or service to the customer. Demonstrate you understand them, their market and how you can help them.
- Identify the language of the customer:** for each persona or customer segment research and outline the subjects they are talking about, key words and the terminology they use and the market they operate in uses and the search terms they used when looking for information.
- Establish the benefits:** outline how your products and services benefit your customers. Identify by persona, outline any USPs of your business in general and the products and services you provide and show how you align to their business and understand their market.

- ✓ **Provide proof points:** provide content such as testimonials, use cases, data points, reviews, NPS scores and customer stories, to corroborate what you say about the benefits of working with you.
- ✓ **Use data to inform your decisions:** data is at the heart of marketing. It can tell you everything from how your customers are engaging with you, your potential TAM, the spending trends of your current and potential customers. You need to not only understand the data you need to make effective decisions but where to source it. Informed decisions build success.
- ✓ **Map customer buyer journeys:** identify the way that your customers and prospects interact with your business, whether its social media, consuming content, speaking to employees at an event, listening to a webcast, visiting your website etc. Map these touchpoints and find out how they connect to each other so you can improve your messaging to move your customers from one touchpoint to another along the buyer journey.
- ✓ **Educate your audience:** share information and content that educates your customers and prospects on the area of the market you provide products and services for. This is crucial to getting IT buyers to consider buying your services. 71% of IT Decision Makers report* that if a vendor does not supply educational content during research, it negatively impacts their impression [of the company]. Source: Foundry Customer Engagement Study, 2023.
- ✓ **Provide personalization:** you need to make sure that you are personalizing wherever you can. Personalization not only allows you to connect with the recipient of the message but allows you to deliver a more engaging experience. IDC's 2023 B2B Tech Buyer Survey found that 67% of tech buyers stated that personalization influences their decision to engage.
- ✓ **Build your channel strategy:** messaging across all channels needs to be consistent and yet tailored for the medium. You need to build a strategy and messaging architecture to ensure that you have the content and messaging that talks to the issues facing your customers and demonstrates your expertise in the markets you serve; to get key messages to target audience/ personas.
- ✓ **Create content with value:** content introduces your business to your audience. Customers also use it to inform their buying decisions. In IDC's 2023, B2B tech buyer survey, vendors put thought leadership one of the top 3 buying decision influencers. 76% of buyers wish marketing content contained more data and research, so quality trumps quantity. Don't make content for the sake of making content. Make sure your content informs, is relevant and provides value.
- ✓ **Be ready for GenAI:** For GenAI to create content, emails and other assets to that will engage or aid your marketing you must have the key words, benefits statements, personas and topic related information to feed any AI models that your company implements to get successful results.

Make an Impact

Keep your customers at the heart of everything. With every message you send, every piece of copy you write make sure you consider how the customer will receive it. What benefit do they get from the message you send. This way you will be communicating with impact.

To find out more about how we help companies like yours, [visit our website](#). Or [contact us](#) to talk about how we can help you achieve growth

Are you ready to communicate with impact?

Contact us today

to learn how IDC can help you succeed with your messaging.

