



# Strategic narrative work

# Messaging framework process

Our process consisted of five key steps, and each one was crucial in shaping our success

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**Preparation:** We laid a solid foundation by gathering insights, assessing the landscape, and aligning our team on objectives.

**Research:** Through customer research, we understood their evolving needs, preferences, and pain points, shaping our messaging strategy.

**Feedback:** We actively sought input from customers, Sales teams, and stakeholders, refining our messaging based on valuable insights. We also held various workshops on personas and messaging.

**Synthesizing:** We synthesized research and feedback into a cohesive messaging framework, focusing on simplicity and capturing core value propositions.

**Leadership Buy-In:** It was essential to ensure that our refined message would receive the green light for roll-out.

**Roll-Out:** Orchestrate training teams and monitoring impact through recorded sales calls and more enablement projects, driving tangible improvements in close rates and adoption.

# Strategic Narrative & POVs

Strategic Narrative

Communication is broken

Digital communication has over-complicated what was once simple, a conversation between two people. Communication must be personal and authentic to achieve impact, build relationships, and drive growth. By simplifying communications and making them more relevant and timelier, organizations have an opportunity to rise above the complexity and noise to differentiate themselves through more meaningful interactions.

POVs

Growth comes from organizational efficiencies

There's no demand without brand

The future of marketing communication is 1:1

Brand Pillars

Grow

Trust

Connect

Brand Proposition

Exclaimer amplifies your email

As the world leader in email engagement, we can help you increase your brand's consistency and expand its reach, with high-impact results.

# Integrated Narrative Execution

Strategic Narrative

Communication is broken

Campaigns

There's no demand without brand

Efficient growth

Audience

Marketing

IT

Execution

New Logo & Growth

Direct

Channel

Segments

SMB

Commercial

Mid-Market

Enterprise

# Integrated campaign execution

## STRATEGIC NARRATIVE

"Communication is Broken"

### CAMPAIGN

No demand without brand

### CAMPAIGN

Efficient Growth

POV

POV

POV

POV

PROGRAMME

E.g.: Event

PROGRAMME

E.g.: Vertical ABM

PROGRAMME

E.g.: IT Research

PROGRAMME

E.g.: Vertical ABM

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E.g.: Event

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# Key outputs

How we use the messaging frameworks to effectively communicate the value of the product and engage target audience

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1. **Consistent Brand Messaging:** Messaging frameworks provide a set of key messages, value propositions, and brand voice guidelines. Teams can use these frameworks to ensure consistent brand messaging across all marketing channels. This consistency helps build brand recognition and reinforces the product's value proposition in the minds of the audience.
2. **Targeted Communication:** Create targeted and personalized communication that resonates with different customer segments. By aligning the messaging with the specific pain points, needs, and preferences of each segment, we can effectively capture their attention and drive engagement.
3. **Differentiation from Competitors:** A well-defined positioning statement and competitive analysis within the messaging framework help highlight the unique advantages and differentiators of our product compared to competitors. We will craft messaging that emphasizes the product's strengths and addresses potential objections, enabling us to stand out.
4. **Content Creation:** We can use the messaging hierarchy and supporting points to create compelling content pieces.
5. **Sales Enablement:** Train and enable the sales team. By providing them with clear and compelling messaging, we empower sales to effectively communicate the product's value prop, handle objections, and tailor the messaging to individual customer needs. This alignment between marketing and sales ensures consistent messaging throughout the customer journey.
6. **Product Launches and Campaigns:** Create impactful launch materials, advertising campaigns, and customer support content.
7. **Customer Engagement and Retention:** By consistently delivering messages that address customers pain points and highlight the value the product provides, we can enhance customer satisfaction, drive retention, and foster long-term customer relationships.

# What does it feel like for the prospect or customer?



## Catered Advertisements

Advertisements across experiences and platforms are personalized.

Build lookalike models for targeted digital outreach.



## Actionable Conversations

I understand the value prop and all services meet my needs.

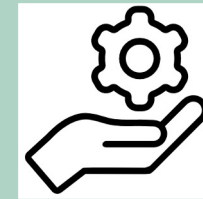
Sales pitch books are aligned to the customer needs and actual outcomes.



## Tailored Onboarding

My onboarding is tailored to my most important business needs.

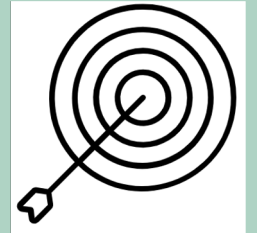
We create onboarding by personas and segments to reduce the firehose effect our customers feel when joining Exclaimer.



## Ongoing Support

They speak my language, and understand who I am and my business.

We train our employees leveraging segments, needs, and associated value we provide so they can show up better for our customers.



## Achieving Business Goals

I am able to achieve centralized email management and creating a new marketing channel.

We put together journeys and develop programming to support their unique goals.

# Building from Personas

How we support and scale across the business

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01

## Marketing/PMM

### Communications

- Tailor communications and messaging to appeal to unique goals & needs so each touchpoint is more relevant & effective.

02

## Ops & Growth

### Sales and Support

- When acquiring, onboarding, training, and providing ongoing support, we can tailor our products, services & support models to optimize for their needs.

03

## Product & Design

### Capabilities & Direction

- We can better understand who we're building for and how to prioritize our roadmaps based on scale of impact.



# Training & Enablement

To distribute messaging framework

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- Completed

  1. Conduct Internal Training: Organize training sessions to educate the marketing team and other relevant departments about the new messaging framework. Explain the purpose, components, and desired outcomes of the framework. Encourage interactive discussions to enhance understanding.
- Completed

  2. Sales Enablement: Collaborate with the sales team to align the messaging framework with their needs. Build on the new sales enablement materials that incorporate the new messaging. Conduct training sessions specifically tailored for the sales team to ensure they are well-equipped to effectively communicate the product's value to customers.
- Ongoing

  3. Cross-Functional Collaboration: Engage with other departments, such as product management, customer success, and support, to ensure their understanding of the new messaging framework. Foster collaboration and open communication channels to gather feedback and insights from different teams.
- Ongoing

  4. Continuous Improvement: Monitor and evaluate the effectiveness of the messaging framework over time. Collect feedback from the marketing and sales teams, track customer responses, and make necessary adjustments to improve the messaging and address any identified gaps or challenges.
- Ongoing

  5. Ongoing Reinforcement: Continuously reinforce the new messaging framework through regular communications, updates, and refresher sessions. Encourage team members to actively apply the messaging framework in their day-to-day activities and provide opportunities for knowledge sharing and learning.

# Next steps

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Action	Description
Training and Enablement	Work with stakeholders to develop training and enablement materials. Ensure teams have a clear understanding of the messaging framework. Enable teams to effectively communicate the messaging to customers and prospects.
Integration with Marketing Campaigns	Integrate the messaging framework into upcoming marketing campaigns and initiatives. Collaborate with stakeholders to identify specific campaigns or initiatives. Apply the messaging framework to ensure consistent messaging across touchpoints and channels.
Monitoring and Measurement	Define metrics and KPIs for measuring the effectiveness of the messaging framework. Establish regular reporting and monitoring mechanisms. Track progress against defined KPIs. Evaluate the impact of the messaging on marketing and business goals.
Ongoing Refinement	Emphasize that the messaging framework is a dynamic tool. Highlight the need for refinement and updates over time. Encourage stakeholders to provide ongoing feedback and insights. Ensure messaging remains relevant and aligned with evolving market trends and customer needs.
Collaboration and Communication	Foster ongoing collaboration with stakeholders. Maintain open lines of communication. Regularly update stakeholders on the progress of the messaging framework implementation. Share success stories or case studies demonstrating the effectiveness of the messaging. Seek input from stakeholders for continuous improvement.