

Constructing and Updating Your Core Marketing Message



Having a clear, consistent, and concise messaging that describes what you do and why customers should buy from you is of the utmost importance!

The purpose of this review is to provide you with the necessary information to help you put together a winning core marketing message or refresh your current one.

What Do We Mean By “Messaging”?

- What we say about ‘us’
- Pitch
- Elevator pitch
- Unique Selling Proposition (USP)
- Value Proposition
- Positioning Statement



“Fire good. All like fire. But sometimes fire not good. That why Og make exciting new product. Og call it ‘Bucket of Water.’”

Why Is It Important?

- Most often question asked
- First impression
- Time constraints
- Consistency (employees, platforms, and customers)
- Efficiency
- Inclusiveness/Coverage
- Opens the 'door' (or closes it)



9xRM ëž

We execute strategic business initiatives to drive business impact!

Who are you? What do you do? How do you do it? Whom do you serve?

9xRM ëž

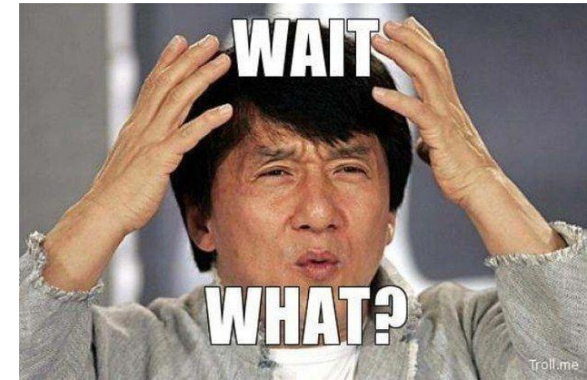
Corporate Value Advisors is pleased to introduce the most comprehensive training and credentialing program dedicated to preparing professionals to become leaders in providing value growth services – the fastest-growing service segment of the private middle-market today.

What? What kind of training? What 'professionals'? What 'segment'?



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ABC GROUP is a multifaceted business solutions provider that excels in various key areas crucial for organizational success. The experts at ABC GROUP work tirelessly to offer tailored options that suit the unique needs of our clients, ensuring fast and efficient access to resources. Complementing our services, our dedicated team engages in comprehensive market research, providing clients with valuable insights that drive informed decision-making. Additionally, our skilled business consultants offer strategic guidance, assisting clients in navigating challenges and optimizing their operations. With a holistic approach, ABC GROUP goes beyond traditional services, seamlessly integrating market research, business consultation, and marketing services to empower businesses for sustainable growth in today's dynamic landscape.



What do you do exactly? What 'resources'? What kinds of 'decisions'? What types of 'operations'?

9xRm ëž

At XYZ, we develop a strong personal relationship with all of our clients. This allows us to thoroughly understand the processes and culture of each individual business so we can create the most effective and productive software possible. Our intent is to be a key business partner for years to come, which shows in our high customer retention.

With an eye to the future, we will never be afraid to learn new technologies to make a project run better and be more future-proof. Your project will go through detailed phases of planning, development, validation, documentation and training. We will be there for you from the start, and years down the road when you need technology upgrades, software expansions or to set up an entirely new business.

What kind of software? What problem are you thinking we need to solve?



Where To Start?

Start With Your Value Proposition & Positioning Statement

A value proposition and positioning statement is a declaration containing the company's promise to its customers of unique and relevant benefits. It should state how the buyer and the customer would be improved by your offering, and therefore should focus on outcomes and results. In other words, it should clearly explain how what you do improves and positively affects their bottomline.

How To Use It

The value proposition and positioning statement is often the core document from which all promotional content is derived, and with which all marketing efforts should align. Its purpose is to communicate to the customer a reason to buy from your company, as well as to guide them in making decisions aligned with this promise.

How To Use It (continued)

Derivatives of the organization's value proposition and positioning statement (including a 'one sentence short-form') will be produced to be used in a variety of situations – The full version (long-form) of a value proposition and positioning statement is rarely used 'as is'. The value proposition and positioning statement is often used as a source or reference to:

- Create copy for external communication and other promotional activities
- “Stay on message” by reminding marketers and others inside the organization what to communicate and how

How To Construct It

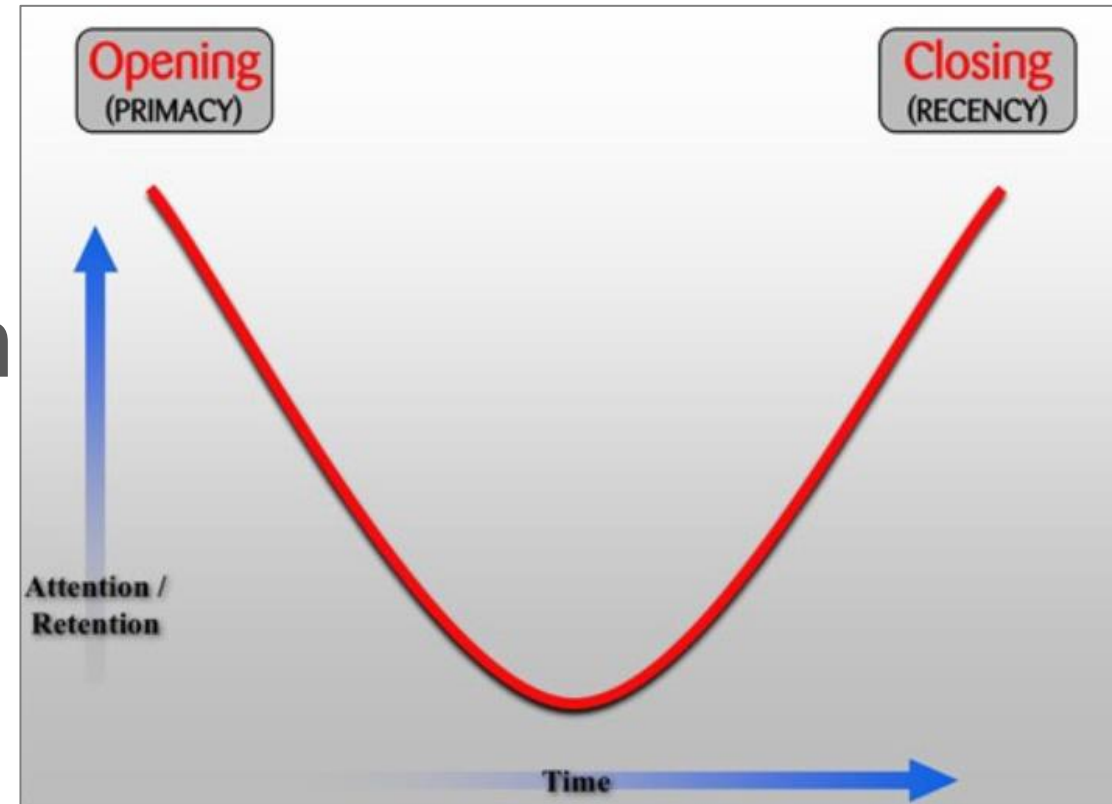
Discuss, solicit customer feedback, agree upon it, and write it down:

- What the organization does
- How it does it
- Who the main customers are
- What problems that customers face is the organization intending to solve
- What unique benefits the organization's product delivers, especially compared to the competition, and they must be stated as result-based benefits
- Why you should be trusted

Primacy/Recency Effect

The Primacy/Recency Effect refers to the fact that information presented at the beginning (Primacy) and end (Recency) is often retained better than information presented in the middle.

- First and last paragraph are extremely important
- Practical uses



Other Considerations:

- Don't make it too long
- Limit the full version to 300-400 words (one page)
- Use bullets when warranted
- Use clear statements and words that are easy to understand
- Use language and terms your target market relates to (even if others don't)
- Focus on what the target audience cares about



Other Considerations (continued):

- Do not over-promise
- Do not dwell on negatives
- Edit and proofread
- Revisit annually and, also, in preparation for important milestones
- Vary the copy to address specific segments, if necessary



"Absolutely! 100 percent! Guaranteed!
Most of the time."

Good Example (Summit Automation):

From day one, Summit Automation has been determined to provide the best door and window automation systems in the world and exceptional customer care. We invent, engineer, manufacture, and provide automation systems fit for those who want nothing but the best. From standard to retrofit to custom-engineered, our accomplished team of highly qualified engineers provides the best solutions on the market. We are proud to be a family and a veteran-owned company of products made in the USA.

Summit's cutting-edge and extremely reliable automation systems adorn the homes and businesses of those who demand the highest quality products on the market. Our dependable, smooth, and quiet products are highly sought after by leading architects, builders, and installers around the world.

The most reputable window and door manufacturers choose our automation systems for their products, more than any other solution available on the market. Our systems are 'ETL Listed' and 'UL325 Compliant', allowing architects to safely specify our systems at the beginning of the project.

Whether you are building a smart home or looking to incorporate easy-to-use automation into your existing structure, Summit Automation has the right solutions for you. Our products:

- Add a touch of elegance and luxury
- Make opening and closing heavy windows and doors effortless
- Are easily controlled and operated with a push of one button
- Provide added safety and security
- Add convenience and fun to your life

Our multi-slide and pivot systems are designed for the modern lifestyle and can be operated efficiently with:

- Buttons
- Smart motion sensors
- Tamper-proof touchscreen keypad,
- Biometrics controls
- Secure phone apps

No other company can compare to the quality, reliability, and Customer care of Summit Automation.

How It's Used (Summit Automation):

SUMMIT AUTOMATION
Bringing Doors to Life!

Summit Automation provides the best door and window automation systems in the world with exceptional Customer care.

We invent, engineer, manufacture, and provide automation systems fit for those who want nothing but the best.

Industry Leader

- UL325 Certified System: 2+ years of testing our system for Safety and Reliability – Over 18K+ cycles tested
- Proven Performance: Over 10,000 installs
- Unmatched Reliability: State of the art electronics
- Comprehensive Warranty: Warranty on all parts beginning from date of final trim 1 or 3 year options
- Advanced Control Options: Wired and wireless wall switches and motion sensors, hand wave motion sensors, voice command capability, Bluetooth operation and wireless fobs (6-in-1 wall switch coming soon)
- SMART Control Box: Flexible programming options for Standard, FAST and FAST+ to customize door speeds
- When you call – We answer! Dedicated 24/7 support for Service, Sales and Engineering Associates ready to help

Whether you are building a smart home or looking to incorporate easy-to-use automation into your existing structure, Summit Automation has the right solutions for you. Our products:

- ✓ Add a touch of elegance and luxury
- ✓ Make opening and closing heavy windows and doors effortless
- ✓ Are easily controlled and operated with a push of a button
- ✓ Provide added security
- ✓ Add convenience and fun to your life
- ✓ Are ETL Listed and UL325 Compliant

If it Moves – Automate It!

No other company can compare to the quality, reliability, and Customer care of Summit Automation.
For more information call 480-500-5468 today!

216 S. Alma School Rd, Suite 3, Mesa, AZ 85210 | 480.500.5468 | www.SummitAutomation.com

MADE IN THE USA VETERAN OWNED

SUMMIT AUTOMATION
Bringing Doors to Life!

Our highly qualified engineers provide the best solutions on the market.

- Standard
- Retrofit
- Custom-engineered

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Our multi-slide and pivot systems are designed for the modern lifestyle and can be operated efficiently with:

- ✓ Intuitive touchscreen keypad
- ✓ Smart motion sensors
- ✓ Tamper-proof security code-operated keypad
- ✓ Secure phone app

Stacking Doors

Pocketing Doors

90 Degree Cornerless Doors

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<https://summitautomation.com/about-us-summit-automation/>

Good Example (Healing The Earth):

Healing The Earth is a company focused on providing farmers, ranchers, and other growers in agriculture with an accelerated, all-organic food and feed growing system capable of producing vast amounts of fresh crops. The system reduces water usage by 97% and increases productivity by at least 300%. Furthermore, our patented Ultimate Food System® is completely predictable and scalable to accommodate practically any production needs.

Our controlled environment growing system relies on cutting-edge, bio-science proprietary formulas developed by our researchers for specific plants. We spent many years developing and optimizing the structure to house, as well as the equipment to facilitate, our growing system.

Consider the following regarding our revolutionary Ultimate Food System®:

- **Preserve Resources:** Uses a fraction of the resources of conventional farming
- **Food at the Point of Consumption™:** Can be located near population centers or livestock herds to drastically reduce freight costs and reduce spoilage
- **Pollution Reduction:** Reduces air, water, and soil pollution by eliminating traditional equipment and processes, and produces superior fodder proven to cut on methane emissions and manure

- **Predictability & Scalability:** Crop harvest can be planned – both in terms of timing and quantity – to produce Food on Demand™ (up to 64 tons of animal feed per day or 54,000 heads of lettuce daily, for example)
- **Year-Round:** Provides year-round daily food production that is not impacted by adverse weather conditions or climate
- **Fast:** Crops reach their harvest point much faster than traditional farming
- **Quality Crops:** Produces food that is completely organic and safe from many contaminants, herbicides, or pesticides
- **Flexibility:** Comprised of identical and interchangeable components that can be manually or automatically operated
- **Spatial Efficiency:** Yields many times over more crop per square foot than traditional land farming

Healing The Earth is an American company using American products to help farmers, ranchers, and other growers in agriculture worldwide improve their crop yields and save money. We believe that sustainability and profitability can co-exist, and we invented the system to prove it! We are the Future of Food™!

How It's Used (Healing The Earth):




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We are the Future of Food™!


Info@HealingTheEarth.life | HealingTheEarth.life
Healing the Earth is a  Company



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Healing the Earth is a  Company

Thank You!

Q&A

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