



# STRATEGIC MARKETING PLANNING

## Messaging Frameworks

The effectiveness of your marketing lies on the foundation of creating strong content that resonates with your target market. We focus on creating powerful content that tells your unique story. To ensure your success, we start our engagements with a messaging framework that defines your value proposition, target audience, points of differentiation, key benefits and features of your product or solution, and how to overcome common objections.

**Value Prop**  
 What is your value proposition? How do you differentiate from your competitors? What are your unique selling points? How do you solve your customer's pain points? How do you create value for your customer? How do you create value for your business? How do you create value for your stakeholders? How do you create value for your community? How do you create value for your world?

**Lead Messaging (what do you get with O&E)**  
 What is your primary message that will be the main focus of your communications?

**MOBILITY**  
**Work from anywhere:** Get easy access to your tools and data from any device, on the road, at a customer site, at home, or at the office.

**COLLABORATION**  
**Work better together - simply:** Collaborate with your team and customers, securely and in real time. Share your desktop for presentations, work directly on files, meet with customers and co-workers with online meetings, IM, and WebEx conferencing.

**SECURITY**  
**Simplify your security:** From physical security in the data center to secure data storage in the cloud to secure file sharing in online meetings, with Office 365 you can sleep better at night. We provide enterprise grade security so your data is protected at all times.

**Word Cloud:** Certifications, Regulatory expertise, Years of industry experience, Product-deep Knowledge, Points of differentiation, Company value prop, Customer service, Price, Geography.

To discuss options for a messaging framework to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

