

MARKETING TIP

Extra Mile Marketing | Best Practice

April 2020



Building Your Marketing Foundation with a Comprehensive Messaging Framework

By Madeleine Orton, Marketing Specialist, Extra Mile Marketing

It's 1880 and you find yourself in Walnut Grove, Minnesota.

In fact, you've been charged with building your new family home on the prairie. You've spent months gathering supplies and stacking lumber. The plot is perfect—there's plenty of room for a sweeping porch and the land is well-picked to hold the weight of construction.

But you wake up the next day with the premonition of a looming wind storm, primed to crash into your plot of land. The time for planning is over, and you realize it's time for you and your family to make quick work. Excited to see your new home put together and nervous about the coming storm, you declare: "Let's skip the foundation and go straight into building the main rooms."



You work fast while the weather is still balmy. The walls go up, the roof finds its place, and you even have time to build some furniture. But come Sunday, your dream home has turned to soggy rubble, never standing a chance against the winds and rain of the night before.

When we think of strong marketing, we think of a well-built house.

There are different rooms for different needs, just as we use different marketing assets and tactics for distinct audiences in varying stages of the sales funnel. A targeted SEO strategy may get a neighbor through the door, but it's up to a solution sheet to bring them into the kitchen. Sometimes homes have niche rooms, like a home-spa or a secret pantry, just as marketing campaigns can feature unique calls to action or incentives. You can customize and renovate your house to suit your needs, just like you can optimize any portion of your campaign.

CONTACT US



RECENT POSTS

[Lost in Translation](#)

[Speaking in gobbledeygook: How jargon affects relationships with your clients](#)

[Vary the Lede: The First Rule of Content Marketing](#)

[5 Must-Have Elements for Your B2B Blog](#)

[9 Questions to Ask Your Website Developer #2020ready](#)

[4 Lead Gen Tactics For B2B Success #2020ready](#)

STATS & FACTS

A **Messaging Framework** is a comprehensive document containing all messaging related to your company.

From **key product benefits** and specifications to customer **personas, pain points, and possible objections**, the messaging framework serves as a **single source of truth** for team members to craft that perfect sentence, headline, blurb, or testimonial.



However, the most critical component of every house is the foundation, just as every marketing campaign relies on the Messaging Framework.

A Messaging Framework is a comprehensive document containing messaging related to your company. Derived from market research, existing assets, product details, and more, the messaging framework stores information you'll need to build a winning campaign. From lead messaging and a strong value proposition to key product benefits and specifications to customer personas, pain points, and possible objections, the messaging

framework serves as a single source of truth for team members to craft that perfect sentence, headline, blurb, or testimonial.

With a great Messaging Framework, you can create any marketing asset with confidence that you're presenting the most polished, up-to-date, and relevant information possible.

As you can guess, without a strong messaging framework, marketing campaigns can crumble. Maybe your video features a call to action that conflicts with your email campaign, or your Search Engine Marketing (SEM) campaign targeting legal firms features messaging that's only appropriate for a tech audience. The windows will start to crack, the door frame will push from side to side, the stairs will become weak and faulty, and the levels will start to shrink and wilt under the pressure of incoherent messaging. The social campaigns won't feel cohesive, the branding will seem off, and the advanced content won't drive to a sale. Your prospect simply will not feel at home in a house that's been doomed from the start.

When you're building your next marketing campaign, call on Extra Mile Marketing to help you build a foundation that will last. With over seventeen years of messaging framework construction under our belt, we know what it takes to build a "home" that attracts prospects with the highest propensity to buy.

Get in touch with us today to begin discussing your next campaign or digital content piece. We'll make sure it lasts through any storm.

Send me a note any time!
madeleine@emminc.com

Corvus Software
 GENERAL MESSAGING FRAMEWORK
 FINAL - April 10, 2020

EXTERNAL USE | **INTERNAL USE ONLY**

Lead Message:

- Build proposals in 15 minutes
- Deliver customized proposals and create content in 30 minutes
- Create your proposals using pre-approved, well thought-out, branded content
- Build proposals in minutes versus hours
- Bring your best minds together on key details
- Build a single source of truth for your content
- Create tailored content, proposals and RFP that win
- Track the effectiveness of your proposal to better follow up
- Work from anywhere, with 100% remote capable software that allows easy collaboration with distributed work scenarios

Secondary Message:

- Locate the most up to date, relevant content for your proposal
- Overcome your most time-consuming sales challenge - almost 60% of the deals in your pipeline will still because your team is unable to send that prospect valuable content tailored to each sales stage of the buying cycle
- Meet the pain of proposal
- Accelerate your sales cycle and boost your win rate
- Respond to requests with minimal time

Key Benefits:

- Saves time**
 - Prepare proposals quickly with targeted content, all from within the familiar Microsoft Office environment
 - Build personalized documents tailored to your clients in minutes
 - Design exact content for fast personalization
 - Create, customize and assemble new documents, presentations and email quickly, even from remote working scenarios
- Collaborates**
 - Bring your best minds together on key details
 - Any your sales force will work thought out, pre-approved, branded content
 - 100% remote work capable - Work from anywhere and easily stay connected with customers in distributed work scenarios
- Simple, easy to adopt**
 - Easy to use interface
 - Intuitive
 - Securely share and track client documents
 - Built on Microsoft's secure Azure cloud network

Generic Value Proposition

NOTE: During the Covid-19 crisis, replace paragraph one with the following:

Bring your best minds and content together to create proposals that win. During this time of social distancing, it is essential that your remote sales team has every tool available to respond to each new sales opportunity and win more business. With Corvus, you'll customize

Corvus Software
 GENERAL MESSAGING FRAMEWORK
 FINAL - April 10, 2020

Lead Message	Secondary	Key Benefit
Build proposals in 15 minutes	Deliver customized proposals and create content in 30 minutes	Design exact content for fast personalization
Create your proposals using pre-approved, well thought-out, branded content	Build proposals in minutes versus hours	Bring your best minds together on key details
Bring your best minds together on key details	Build a single source of truth for your content	Any your sales force will work thought out, pre-approved, branded content
Build a single source of truth for your content	Create tailored content, proposals and RFP that win	100% remote work capable - Work from anywhere and easily stay connected with customers in distributed work scenarios
Create tailored content, proposals and RFP that win	Track the effectiveness of your proposal to better follow up	Easy to use interface
Track the effectiveness of your proposal to better follow up	Work from anywhere, with 100% remote capable software that allows easy collaboration with distributed work scenarios	Intuitive
Work from anywhere, with 100% remote capable software that allows easy collaboration with distributed work scenarios	Locate the most up to date, relevant content for your proposal	Securely share and track client documents
Locate the most up to date, relevant content for your proposal	Overcome your most time-consuming sales challenge - almost 60% of the deals in your pipeline will still because your team is unable to send that prospect valuable content tailored to each sales stage of the buying cycle	Built on Microsoft's secure Azure cloud network
Overcome your most time-consuming sales challenge - almost 60% of the deals in your pipeline will still because your team is unable to send that prospect valuable content tailored to each sales stage of the buying cycle	Meet the pain of proposal	
Meet the pain of proposal	Accelerate your sales cycle and boost your win rate	
Accelerate your sales cycle and boost your win rate	Respond to requests with minimal time	
Respond to requests with minimal time		

Microsoft values its partners very highly, so we're pleased to be able to help them find the right content for every sales situation and job. It is to work in marketing campaigns, sales pitches and other revenue-generating initiatives. Corvus Content Studio enables us to do content stage through which means that we can make sure we are creating the right type of content for our partners and make sure our partners, Corvus Software, Corporate VP, One Commercial Partner Organization at Microsoft.

Adopting Corvus allowed us more time for focused reviews and overall quality assurance, greatly improving the quality of our proposals, and has improved the overall effectiveness of our bid management practices greatly.

- Head of Bid Management, Hitachi Vantara
- Best proposal solution on the market - G2 Crowd
- Building better content - Capgemini
- Easy to use, helpful - Microsoft

needed to add to this list:

Sales prospects haven't moved to CRM and aren't using Salesforce CRM

- Review Corvus leads (coming soon)

Content will take too long to format - describing tasks

- Answer: This is currently being handled for the right responses to proposals, this will actually save time.

People don't know how the content is, and content may be outdated.

- Answer: Corvus has a partner that can do this job (currently Review of CRM and Extra Mile Marketing and (G2) G2)

It doesn't integrate with Microsoft CRM.

- Answer: It will shortly, we will soon have this integration. We don't want to spend the money/time on tech, we'll just hire more people instead and stick with the manual process. (Sales lead)
- Answer: